

Office

ESTABLISHED 1927

# The Desert Sun

Of Palm Springs, California

IN OUR NEW BUILDING  
174S North Palm Canyon Drive  
(In The Center)  
Business Office ..... 2249  
and Classified Ads ..... 2249  
Display Advertising ..... 2240  
News Department ..... 3741

WHO'S ENVIOUS?	Max.	Min.
Friday, August 13.....	103	66
Saturday, August 14.....	103	65
Sunday, no reading.....		
Monday, August 16.....	107	71

Vol. XXI—No. 110

Tuesday, August 17, 1948

Single Copy 10¢

## Anti-Cement Plant Law Being Studied Now

### \$10,000 Fire Guts Biltmore Hotel Warehouse Saturday Morning



COVER THOSE CANS—Polio virus may breed in garbage cans where flies may pick them up and bring them indoors. Keep the cans covered.



KEEP HANDS CLEAN—Here is a pointer on avoiding polio. This mother supervises her children closely. The virus may be spread from dirty hands to food.

## Polio Disease Explained To Worried Public by Dr. R. S. Westphal

His office besieged with telephone calls seeking information about the dreaded polio epidemic now raging in several Southern California counties as well as in other parts of the United States, Dr. R. S. Westphal, County Health Officer, in a series of articles, the first one of which appeared in the Desert Sun, August 13, continues. (Editor).

By R. S. WESTPHAL, M. D.  
County Health Officer  
In Cooperation with the  
Riverside County Medical Assn.

Polio is caused by a very small germ known as a virus. This virus is much smaller than the streptococcus with which you are more familiar. Progress in understanding the nature and effects of viruses and the treatment of patients infected by them is difficult because of the uncertainty as to their effect on experimental animals and the difficulty of growing the virus in a test tube in the laboratory. When these techniques are difficult, knowledge of a disease develops slowly.

THERE MAY be a lapse of anywhere from four to 18 days between the time a person is exposed to the polio germ and the onset of the disease, if the person becomes infected. The average time of this interval is seven to 14 days.

Polio is a disease associated with fever, characterized by changes in the nervous system, particularly the spinal cord, with progression in a certain number of patients to the development of paralysis of various muscles. This paralysis may vary from mild and temporary spasm to complete loss of movement.

IN THE PAST polio has usually been considered to be a disease of childhood but in recent years an increased tendency to attack older persons has been noted. Infants under six months of age seldom develop the disease.

Outbreaks are more prevalent in temperate climates and have a striking seasonal incidence. In the past 20 years in Riverside County, when all cases of polio are considered, more cases have occurred in August, September and October than any other months. However, there have been cases recorded in this county in every month of the year except March.

USUALLY one attack of polio produces a permanent immunity in an individual although a few instances of second attacks have been reported. A person may become immune even though he shows no sign of the disease. This is probably proved by the fact that it rarely occurs in doctors or nurses or other hospital personnel.



HEALTH OFFICER—Dr. R. S. Westphal, author of a series of polio articles in answer to many calls he has received from worried mothers.

## Reichel, Button Have Big Part in Nov. Election

Two Villagers are up to "their necks" in the Republican party campaign to elect Thomas F. Dewey President of the United States, and Earl Warren, his vice president.

### Meeting, Buffet Supper Tonight At Memorial Bldg.

Regular meeting of the Owen Coffman Post of the American Legion will be preceded by a buffet supper at 6:30 p. m. in the Memorial Building tonight.

Ladies who plan to attend are asked to telephone 2245 for information regarding the menu and arrangements. This will mark the second buffet supper. The first one was held July 20 and the repeat performance is at the request of those who attended the first one.

Bill Reichel, well known in the Village and owner of extensive property at Rancho Mirage, is chairman in charge of the northern California campaign.

A. RONALD BUTTON, co-developer of Rancho Mirage and well known Hollywood attorney, is vice-chairman in charge of the campaign in Southern California. Reichel writes from San Francisco and Oakland, his home city, that the campaign will keep him from "my beloved desert until after the November election when Earl Warren, is elected vice president and Dewey President."

REICHEL has long been known as a close friend of the Governor. See ELECTION, Page 4

## Report Uranium Found on Ranch By Rancher Near Highland Springs

Uranium ore, used as a component in atomic chemistry, is reported to have been discovered by A. V. Marshall on his 300 acre ranch northwest of Highland Springs.

The first samples were turned over to San Bernardino chemists for assaying two weeks ago. Uranium experts have been going over Marshall's property with a geiger counter, discovering in five places uranium exceeding the government minimum, it was announced.

A ten-pound sample will be furnished United States government chemists of the ore. If it is found to be satisfactory, the government will determine how the deposit will be developed.

Traces of gold have been found on the ranch as well as kaolin, a white clay used in the firing of china and porcelain. Marshall, a Beaumont pioneer, operated a dairy farm for 20 years on his ranch, selling the

dairy a year ago, to hunt minerals as a hobby. He took a sample that appeared to be gold ore. It was assayed for gold, platinum and uranium by the chemist. . . . New samples were taken, in numbered cups with locations marked from which they were taken. Five of the samples raised the needle of the geiger counter, indicating radioactive substance.

With the United States government chemists alert for possible uranium fields, the presence of uranium on the Marshall ranch is looked upon as highly important.

### Thief Escapes With New Tire and Wheel

Howard Ohler, 1441 Ramon road, reported to police Sunday evening the theft of a new tire and wheel taken from his automobile while it was parked at 171 South Indian avenue at 8 p. m. Sunday.

## 3-Alarm Fire Saturday

Biltmore Suffers \$10,000 Loss in Building, Equipment

Origin of the three-alarm fire which destroyed a 30 by 60 foot warehouse on the Biltmore Hotel grounds Saturday morning causing estimated loss of \$10,000, is unknown, it was reported yesterday.

All of the local fire department equipment was used in confining the blaze to the structure. The Forestry Fire Station equipment, stationed at Cathedral City called to lend assistance, arrived at the scene toward the end of the conflagration.

THE BLAZE which was discovered by Mrs. Minnie Uthes, hotel housekeeper at 9:45 a. m. gutted the building.

Furniture, mattresses, drapes, valuable machinery and tools also went up in the blaze. A well pumping shed nearby and its See 3-ALARM FIRE, Page 4

## Softball

League Leaders Trounce On Occupants of Cellar

The entertainment was good but the type of ball played at the Field Club was on the nether side. The schedule worked out so that league leaders were pitted against the boys in the cellar. The final scores had the same difference of distance between the winning teams and those that lost.

Frank Bennett, recreational director, announces that the remainder of the week will see more evenly matched teams playing against each other with resultant large attendance by fans.

### Schedule

Tonight: Indio Safeway vs. Palm Springs Boys' Club; Desert Stars vs. Coachella, at Coachella. Hemet vs. Palm Springs, at Field Club.

Wednesday night: D. H. S. Fireballs Jr. vs. Pete's Pioneer, at Desert Hot Springs; Del Tahquitz Indians vs. Tex Driskell's Rangers. Jr. Chamber of Commerce vs. Mexican Colony.

Thursday: Mexican Chicks vs. Globe Trotters, Cherry Valley vs. Palm Springs at Palm Springs.

Friday, D. H. S. Fireballs Jr. vs. Tex Driskell's Rangers at Desert Hot Springs. Pete's Pioneer vs. Del Tahquitz Indians at Palm Springs. American Legion vs. White Sox.

## Study Zoning Law

Ordinance Placed in Hands of Supervisors

County Attorney Earl Redwine's prepared ordinance, zoning 66 square miles of area around Palm Springs against industry, was placed in the hands of Riverside County Supervisors yesterday afternoon.

Following study of the new law by Supervisors, the proposed legislation was placed in the hands of the Riverside Planning Commission for perusal after which it will be returned to the County Supervisors. Planning Commission is scheduled to meet today.

AND IT WILL be passed into law, is the strong belief emanating from the Riverside Court House, when returned to the Supervisors.

In the meantime, S. Guiberson Jr., promoter of the \$10,000,000 cement plant, to be located virtually in the front yard of the Village, in an interview with a Riverside newspaperman, definitely declared that he has started construction of the plant and "I'll obtain a court injunction against the county if it attempts to stop me," he announced.

INSPECTION of the site however, has shown no indication that work has started. The only activity around the huge limestone deposit is workmen who are core-drilling for limestone samples.

Supervisor James I. Easley, who travels the area from Palm Springs to the Courthouse in Riverside, said that Guiberson did "scratch a road to the mountain side," but that was the only work he has seen.

AT THE SAME TIME he reported that the Supervisors failed to accept Guiberson's invitation to make a "sky-ride" inspection of the cement plant site.

"Three of the Supervisors, however, did make a personal automobile inspection of the site," Easley stated. "I didn't have to."

THE BATTLE for and against cement plant with Banning and Beaumont on one side, favoring the project, and Palm Springs and contiguous communities against it, Easley who represents all three cities, has been placed in a "tight squeeze."

The Banning Livewire and the Beaumont Gazette, weekly newspapers, have attacked the Supervisor. See ZONING, Page 4

## Village Woman Routs Chicago Attacker

Mrs. Elizabeth Johnson, 45, visiting at the Chicago home of her daughter and son-in-law, Mr. and Mrs. Joseph M. Callan, "hit" the front page of newspapers in that city when she successfully fought off a bold intruder while baby sitting with her grandchild.

The attacker was captured shortly after by a neighborhood posse who came to Mrs. Johnson's assistance on hearing her screams.

The Village woman told Chicago police that she was sitting alone in the living room at the home of her son-in-law, when suddenly she was grabbed around the neck from behind. Reaching up behind to claw her attacker, she succeeded in breaking his hold and both fell to the floor. She screamed while they thrashed violently on the floor, until the intruder became frightened and fled.

Neighbors, aroused by Mrs. Johnson's screams, chased the man into an empty lot where he was finally arrested by police. He gave his name as Robert Closs, 34, who had just completed a 30-day sentence in the Chicago House of Correction.

## Memorial

Softball Teams To Honor Babe Ruth Thursday

Memorial services for Babe Ruth will be held at the Field Club Thursday night, it was announced yesterday by Bob Bennett, recreational director.

Invited to participate in the services will be every team member of the various softball leagues on the Desert.

Bennett said that he also plans to invite Banning, Beaumont, Indio and other teams comprising the Riverside County League.

Following the services which will be conducted by either Father Michael O'Connor, pastor of Our Lady of Solitude or his associate pastor, Father Clavin, the feature of the night's softball program, a game between Cherry Valley and Palm Springs will take place.

## Funeral of Village War Hero Today

Burial of one of Palm Springs' World War II heroes is scheduled to take place in Carrington, North Dakota today.

Although Marine Sergeant Raymond A. Hall Jr., marched off to war from Palm Springs, his parents Mr. and Mrs. Raymond Hall, 1868 South Palm Canyon Drive, decided to inter the remains of their hero son in the family plot of the North Dakota town.

American Legion and its Auxiliary yesterday sent flowers to Carrington. Mr. and Mrs. Hall are reported to have left the Village two weeks ago to prepare the funeral arrangements.

The return of Hall's body to this country marks the second time remains of a Village World War II veteran have been brought back from overseas military cemeteries.

Sergeant Earl Pinckard, who was also a Marine, was buried beside his father in the Palm Springs Cemetery about three months ago.

## Pokie

Spends Weekend in Jail On Drunk Driving Charge

Asa Leon Crawford, 53, 624 Vista de Oro, spent weekend in the City Jail following his arrest Saturday evening on a charge of operating a vehicle while under the influence of intoxicating liquor.

Crawford was taken into custody when his automobile figured in a minor accident in front of the Union Ice Company plant on Indian avenue.

## The PUBLISHER'S Corner

by OLIVER B. JAYNES

PROSPECTS LOOK GOOD for the re-opening of El Mirador hotel early next year. After a long struggle to obtain the property as a civic center for the city, the new city council last week gave up the fight. A resolution was passed urging the War Assets Administration to return the property to the former owners with the exception of a site for the Community hospital. This action was taken when the council came to the conclusion that the property could never be obtained by the city except at a prohibitive price, and that the community would be better off with the hotel back in operation.

It was a wise move. The re-opening of El Mirador would be a boon to Palm Springs. It would attract many new visitors to the city, add to the attractiveness of the community and provide employment for about 250 people. Everyone would benefit in one way or another.

We believe that the community as a whole will approve the council's action and will join the city government in urging the War Assets Administration to sell the property back to the former owners so it can be operated again as a hotel.

ONLY OBSTACLE which now stands in the way, we understand, is the intention of the federal government to contest a recent court decision which upheld the claim of the former owners as such. Such action would hold up disposition of the property for an indefinite period—perhaps more than a year. It would serve no purpose other than the possibility of the federal government getting a better price from the sale. All the while Palm Springs would be deprived of needed hotel facilities, the buildings would be deteriorating rapidly and the city and county would continue to lose a considerable income from taxes. It is costing the federal government a lot of money to keep up the buildings and property also. So it would seem that it will serve no useful purpose to hold up disposition of El Mirador through prolonged court action.

WE FIRMLY BELIEVE that we are speaking for almost every property owner, businessman and resident of Palm Springs in earnestly requesting that the federal government refrain from contesting the recent court ruling concerning the rights of the former owners. We believe that the WAA should recognize the sound reasons for doing everything possible to speed up the return of the land and buildings to the former owners so it can be opened as a hotel in the near future.

We understand that the former owners are quite willing to have about eight acres in the rear of the property turned over to the city for use as a community hospital, together with the buildings located thereon. The hospital will have to move eventually anyway so might as well take advantage of this assurance that it will have a suitable place to move to. Building 139 can be remodeled and used until funds are available for a new hospital structure, and will serve a useful purpose even after that. It is not the most desirable arrangement for the hospital but about the only way out of the precarious situation under which it is occupying present quarters on a month to month basis.

## This Side Of The Sun

By BILL RASHALL

This column which was long dedicated to the mission of returning benches to Palm Canyon drive, now achieved should launch a campaign, and does herewith, to arouse public feeling and desire for nothing else but STREET LIGHTS.

IN CHAMPIONING cause would like to report that a great majority of Villagers favor the installation of lights in the town. There are a few who feel, however, that such utility fixtures on our lovely streets would cause Palm Springs to lose its charm.

Many of those who are against street lights for the Village are old timers but some of these Villagers also favor illumination on dark street corners too.

SAW A PICTURE yesterday of Palm Canyon drive as it looked back in 1929. Was amazed to see two old fashioned light standards right at the corner of Palm Canyon drive and Amado road. The building in front of which they stood has since had its front face lifted which may account for the disappearance of the street lights. If anything, the sight of them improved the charm of the Village.

SPEAKING to a solid citizen the other day, who has spent See THIS SIDE OF SUN, Page 4

## Ruins Arm

Smashes Window, Almost Loses Life

His right arm gashed to the bone, with possible use of it doubtful, Edmund Prieto, 21, was reported in fair condition at the Palm Springs Community hospital yesterday. He said he accidentally ran his arm through a plate glass window downtown.

When picked up by Weifels' ambulance at 1:30 a. m. in front of the Freddie's cafe on Palm Canyon drive, police reported that Prieto had lost consciousness from loss of blood.

Attending physician at the hospital reported that all muscles, nerves, arteries and veins on Prieto's right forearm had been severed, and by the time a blood donor could be found, he had lost a dangerous amount of blood.

## Coffee and--

Rogers Cultivating Cuban Taste for Yankee DoNuts

Trav Rogers is reported operator of a new business in Havana, Cuba.

The story in the Village is that Rogers has introduced coffee and doughnuts to natives of that summer island resort town and is "cleaning up" nothing but money.

It is said that he does not expect to remain in Cuba after the summer season there and that he has four automatic doughnut machines in operation in Havana.



Mr. and Mrs. William Talbot have returned to the Village after their two month sojourn in Laguna Beach, but will depart again soon for a visit in San Francisco.

A recent visitor in Detroit, Mich., was Miss Theresa Fields who is now back in California awaiting the advent of cooler weather before she returns to her Palm Springs home.



1940 Chrysler Convertible	\$1345
1946 Chevrolet 2-Door Sedan	1750
1939 Buick 4-Door Sedan	895
1941 Buick 4-Door Sedan, Special	1350
1939 Chrysler Imperial	850
1941 Hudson	1195
1946 Hudson Pickup	1295

— FIRESTONE TIRES —

## Desert Inn Garage

193 N. Palm Canyon Drive

Phone 4001

## Cost of City Government Shows Upward Spiral for Fiscal Years Of 1947-48, Association Reports

Cost of city government in Palm Springs during the fiscal year of 1947 showed an increase of \$45,490 over that of the preceding 12 months, according to figures just released by the California Taxpayer's association.

The biggest increase was shown in general government expense with \$42,734 expended during the fiscal year of 1946 as compared to \$68,541 for 1947 or an increase of \$25,807.

EXPENDITURES by the cities of Riverside county for fiscal year 1947 ranged from \$1,867,326 for Riverside to \$4,052 for Coachella, its first year. Expenditures by the cities include general government, protection to persons and property, streets, recreation, health and sanitation, debt service, and miscellaneous payments.

Data for fiscal 1948 for cities on a statewide basis are not yet available, the association said.

All indications are that expenditures by cities for fiscal 1948 were higher than for fiscal 1947. In addition, as a general rule, city budgets for fiscal 1949, the current year, show increases over those for previous years.

## To Hold District Church Meet Here

Members of the Church of God in Christ are conducting an intensive campaign to raise sufficient money to expand the facilities of the church at least ten feet to accommodate those who expect to be present at the district meeting, to be held here September 7. The district includes Coachella Valley and Imperial Valley.

Elder John White assisted Elder W. Wyse Sunday in a special mission as the "kick-off" in the fund raising campaign.

There are 18,351 theaters now showing films in this country. The theaters are in 9636 communities and their seating capacity is 11,796,072.

## LEGAL NOTICES

### CERTIFICATE OF BUSINESS

Fictitious Firm Name  
THE UNDERSIGNED does hereby certify that he is conducting a restaurant business at 796 N. Palm Canyon Drive, City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of

DON MANCHESTER'S BOMBAY and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:

Donald D. Manchester  
1040 El Alameda  
Palm Springs, Calif.

WITNESS my hand this 6th day of August, 1948.

DONALD D. MANCHESTER.  
STATE OF CALIFORNIA,  
COUNTY OF RIVERSIDE, ss.

ON THIS 6th day of August A. D. 1948, before me O. M. Perdue, a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared Donald D. Manchester, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

(SEAL) O. M. PERDUE  
Notary Public in and for said County and State.

My Commission expires Sept. 23, 1950.  
Pub. Desert Sun, Aug. 10, 17, 24, 31, 1948.

## Radio Log

KCMJ

Dial 1340

### COLUMBIA NETWORK

#### MONDAY THROUGH FRIDAY DAYTIME FEATURES

7:00—Morn. Headlines	10:45—Guiding Light	2:30—Houseparty
7:02—Sundialers Club	11:00—2nd Mrs. Burton	2:55—U. P. News
7:30—Bob Garred, news	11:15—Perry Mason	3:00—Meet the Missus
7:45—Fred Beck	11:30—Nora Drake	3:40—Arthur Godfrey
8:00—Music in Morning	11:45—Evelyn Winters	4:00—Hint Hunt
8:15—David Valle, news	12:00—Desert Radio Rel.	4:25—George Fisher
8:30—Notes for the Day	12:30—K. Manning, news	4:30—Crosby-Club 15
8:45—Rosemary	12:45—Vocal Line	4:45—E. Murrow, news
9:00—W. Warren, news	1:00—Luncheon Music	5:00—Front Page Fea.
9:15—Aunt Jenny	1:20—World & Wall St.	5:15—In the Spotlight
9:30—Helen Trent	1:30—Concert Master (M. W. F.)	5:25—Song of the Day
9:45—Our Gal Sunday	1:30—Masterworks of Music (T. Th.)	5:30—Chas. Collingwood
10:00—Big Sister	2:00—Music, Just Music	5:45—Bob Garred News
10:15—Ma Perkins		5:55—Prelude to Eve.
10:30—Young Dr. Malone		

#### TUESDAY EVENING FEATURES

6:00—Cong. Phillips.
6:15—V. A. Reports
6:30—Hit the Jackpot
7:00—Rooftops of City
7:30—Dance Orchestra
8:00—Lowell Thomas News
8:15—Treas. Bandstand
8:30—Mr. & Mrs. North
9:00—Mystery Theatre
9:30—Rob't Q. Lewis
9:45—P. S. Softball
10:00—Chet Huntley
10:15—Music for Party
11:25—U. P. News

#### WEDNESDAY EVENING FEATURES

6:00—County Fair
6:30—Harvest of Stars
7:00—Man Name Jordan
7:30—The Whistler
8:00—Lowell Thomas News
8:15—Treasury Bandstand
8:30—Dr. Christian
9:00—Capitol Cloak Rm.
9:30—Rob't Q. Lewis
9:45—Night Editor
10:00—Chet Huntley News
10:15—Music for Party
11:25—U. P. News

#### THURSDAY EVENING FEATURES

6:00—Suspense
6:30—Crime Photographer
7:00—Playhouse
7:30—Doorway to Life
8:00—Lowell Thomas News
8:15—Treasury Bandstand
8:30—Mr. Keen
9:00—Fiesta
9:30—Rob't Q. Lewis
9:45—Night Editor
10:00—Chet Huntley News
10:15—Music for Party
11:25—U. P. News

## What Goes on in Palm Valley

By DON CAMERON

What a wonderful summer this has been.

The old timers around Indio tell us that if the weather keeps up like this, an all time cool record dating back to 1908 will be broken. This past week we've all had to pull up the blankets just before daybreak. From Arrowhead, Laguna and Catalina the folks are coming back telling of poor seasons there, along with fog and overcast. In the meantime our cocktail lounges and eating places are doing a swell business right here during our own so-called off-season.

Back from New York with plenty of plans, a bunch of relatives, chefs and builders and a new Chevrolet truck labelled "Angelo's Palm Village" comes Angelo Pontenzo. He plans to open his newly purchased Palm Village Inn very shortly.

Work on the Valley to "Ocean highway" is to start in November. This brings Oceanside just 100 miles from Rancho Mirage. Supervisor James Easley said this week that county road camp labor would be used, and that permission has been obtained to use the facilities of the old C.C.C. camp at Tripp Flats for a prison camp. Now that the county's drunk drivers have finished their work on the recently opened Banning to Idyllwild road, they can get a change of scenery up in the Anza country.

Down for the week end Dr. and Mrs. Ross Sutherland at their new home on San Jacinto road. Said they spent their first wedding anniversary at Coronado last week. From San Francisco Judge Francis Krull; from Glendale Commissioner Ed Fitzgerald; from Sherman Oaks the Lohr Ludwicks spending the week end with the Swetlands; from Laguna Herb Pritzlaff and Edith Ward; from Glendora Russ and

Peggy Myles; Doc, Ruth and Johnny Gurley down from San Marino enjoying their beautiful new ranch at Indian Wells.

Dave Culver, at the Rancho Mirage apartments, said he was more than pleased with the work recently completed in Magnesia canyon by the Coachella Valley Flood Control district. Besides being half owner of Rancho Mirage, Dave is president of the Los Angeles Property Management Co., and with our friend, Gene Dorsey, owns the Calaireo Flame Proofing Co. Some time ago the company flame-proofed most of the cocktail lounges in Palm Springs, and are presently doing the 20th Century-Fox Studios, and a specialty job at Paramount.

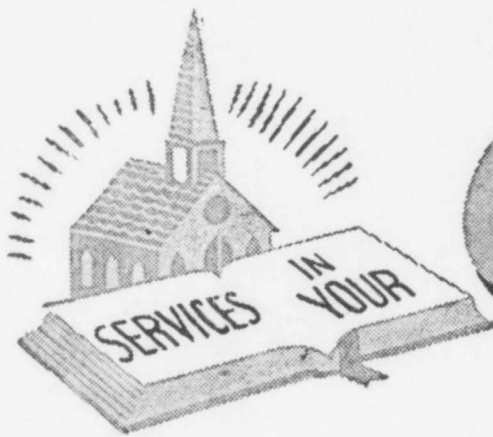
At their new home on San Geronimo road, Mr. and Mrs. Ron Button, with Barbara and Ronnie. Besides being the other owner of Rancho Mirage; the popular Rancho de los Amigos in Indio; and a prominent Hollywood attorney, he recently acquired the former Camp Ono, north of Shandin Hills in San Bernardino. The company, known as Inland Properties, with Button as president, radios Art Linkletter, vice president, and Shelby York, secretary-treasurer and resident manager, plans to develop the former 1100-acre army camp. It is located on the main line tracks of the Santa Fe and Union Pacific; has 14 miles of trackage and 24 mammoth warehouses. They plan to bring in eastern manufacturers; and in addition are putting on a 200-acre residential real estate subdivision. And as if these activities weren't enough, he is the vice-chairman of Southern California. (I'll bet Bill Reichel hung this last deal on him.)

Down from Hollywood to inspect his newly graded airstrip the well known architect, Hank Gogerty. His blue Waco must just about know the way down here by itself. The strip, 3000 feet long by 400 feet wide, is ready to plant in grass. A new pool is almost completed. It is to have a blue flag stone walk around the sides.

Jack Swetland announced this week that the Rancho Mirage roads have been taken over by the county. This is one more accomplishment to Jack's credit. Since taking over the presidency of the Community association, he has brought about many changes beneficial to all of us. In any other community he'd be the mayor.

Dr. Charles H. Baldwin is another Villager who "mushes" out of the desert on weekends to be with his family who are in Riverside during the hot weather.

## THIS SUNDAY... ENJOY



# CHURCH

### COMMUNITY CHURCH

Corner Baristo and Cahuilla Road

REV. JAMES H. BLACKSTONE, JR.  
Minister

Telephone 6291

#### HOURS OF WORSHIP

Sunday School	9:45 A. M.
Morning Service	11:00 A. M.
(Nursery for Small Children)	
Evening Service	7:30 P. M.

### CATHEDRAL CITY Catholic Church

Glenn at "B" Street

FR. JOSEPH L. LEISSLER  
Residence, 633 "C" Street

Sunday Mass	10:00 A. M.
Shadow Mountain Clubhouse, Palm Desert	
Sunday Mass	8:00 A. M.

Instruction in Catholic Doctrine,  
Every Thursday, 8:00 P. M.

Baptisms, Marriage, Funerals  
by Appointment

Non-Catholics Invited to All Services

### OUR LADY OF SOLITUDE (CATHOLIC CHURCH)

151 West Alejo Road

REV. MICHAEL O'CONNOR, Pastor  
Telephone 4583

#### SCHEDULE OF MASSES

For Sundays and Holy Days—6:30-8:30 A. M.  
Week Day Masses - - - 7:30 A. M.

#### CONFESSIONS

Saturdays - - - 3:30 to 5:30 P. M.  
and 7:00 to 9:00 P. M.

Confessions Will Be Heard Before Each Mass  
on Holy Days and First Fridays

### ST. PAUL'S IN THE DESERT

(EPISCOPAL)

(Air-Conditioned)

125 West El Alameda

REV. ROBERT M. HOGARTH, Rector

SUMMER ADDRESS: Hotel Victor

616 St. Paul Avenue, Los Angeles 14

Phone: TRinity 2473

CLOSED—REOPENING SEPTEMBER 15

### CATHEDRAL CITY Community Church

Cathedral Canyon Drive and "D" Street

REV. ARTHUR JACK WARTES, Pastor

Sunday School	9:45 A. M.
Morning Worship	11:00 A. M.
Midweek Service Wednesday	10:00 A. M.

SERVICES DISCONTINUED DURING  
AUGUST

### CHRISTIAN SCIENCE SOCIETY

A Branch of The Mother Church

The First Church of Christ

Scientist in Boston, Mass.

SERVICES DISCONTINUED DURING  
AUGUST

### FULL GOSPEL CHURCH

(ASSEMBLY OF GOD)

216 South Indian Avenue

REV. CHARLES C. FARMER, Pastor

Sunday School	9:45 A. M.
Morning Worship	11:00 A. M.
Evangelical Service	7:30 P. M.
Wednesday Preaching	7:30 P. M.

### Church of Jesus Christ of Latter Day Saints

Meeting Place, Youth Center

386 North Belardo Road

G. STANLEY SMITH, Presiding Elder

Sunday School	10:00 A. M.
Priesthood Meeting	11:30 A. M.
Sacrament Meeting	7:00 P. M.

### SEVENTH DAY ADVENTIST

(SERVICES CONDUCTED AT THE COMMUNITY CHURCH)

Baristo and Cahuilla Road

ELDER GLEN BOWEN

Telephone Beaumont 2452

#### SERVICES SATURDAY

Sabbath School	9:30 A. M.
Preaching Service	11:00 A. M.
Missionary Volunteers Meeting Every Friday	7:30 P. M. at 1052 Tamarisk Road

## PLUMBING

Heating and Cooling

HENRY A. SIMSARIAN

850 N. Palm Canyon Drive  
PHONE 7414

## Hinson Electric

CONTRACTING ENGINEERS

Have Opened Offices in Indio  
to Serve You

1232 North Jackson Street, Indio  
CARL DOWNING, Resident Manager

### RESIDENTIAL

### COMMERCIAL

### INDUSTRIAL

### WIRING

Qualified

Electrical

Contractor



DIRECTORY  
PALM SPRINGS  
AND DESERT AREA  
REAL ESTATE DEALERS

PALM SPRINGS  
ANDERSON, GUY, & RAY, 2064  
TERRY  
773 N. Palm Canyon Drive  
BANK, ELLIOTT M. &  
ASSOCIATES 2883  
503 N. Palm Canyon Dr.  
BASSETT, CLINTON 7133  
601 E. Andreas Rd.  
BECKLEY, BENTON 7478  
Opposite George's Steak House  
BELYEA, MARIE 2817  
343 N. Palm Canyon Dr.  
BORRERO SPRINGS CO. 3666  
8 The Plaza - 2793  
BURKET FEEKINGS & VEITH  
7053 - 754 N. Palm Canyon Dr.  
CAMERON, DON 1091  
Rancho Mirage Hiway 111  
CARLIN, D. B. 4704  
2011 N. Palm Canyon Dr.  
CREE, RAYMOND 8444  
285 N. Palm Canyon Dr.  
EMMONS REALTY CO. 7882  
238 S. Highway 111  
FOSTER, H. H. ASSOC. INC.  
3555 - 101 N. Palm Canyon Dr.  
FOUTZ, RUTH 3854  
235 S. Palm Canyon Drive  
FULTON, MURIEL E. 2226  
482 N. Palm Canyon Dr.  
GRILL, ERNEST, JR. 6666  
344 N. Palm Canyon Dr.  
HAGER, BELL B. 4873  
123 S. Indian Ave.  
HICKS, HAROLD J. 2736  
813 N. Palm Canyon Dr.  
HILLER, RAY 2957  
444 N. Indian Ave.  
HYDE, CORA BELLE 5101  
290 N. Palm Canyon Dr.  
ISRAEL, ADOLPH 2981  
507 N. Palm Canyon Dr.  
JAMES, MARTHA 7876  
457 N. Palm Canyon Dr.  
KAGNA, A. L.  
278 S. Palm Canyon Drive  
MATHEWS, CHARLES 2772  
463 N. Palm Canyon Dr.  
MATLOFF, BESS 3191  
235 N. Palm Canyon Dr.  
MILLER, FRANK W. 2929  
428 N. Palm Canyon Dr.  
MUNHOLLAND & CO. 3673  
431 N. Palm Canyon Dr.  
NARDONI, AUGUST M. CO.  
Realtors 2781  
Across from Fire Dept.  
NICHOLS, CULVER 2182  
861 N. Palm Canyon Dr.  
OLMAN, GEO. REALTY CO.  
2906 - 457 N. Palm Canyon Dr.  
PALM SPRINGS RLTY CO.  
2832 - 260 N. Palm Canyon Dr.  
RANSOM & HINKLE 3666  
311 S. Palm Canyon Dr.  
REID, WADE & BECK 4771  
The Plaza  
ROCKS, MADGE O. 7375  
P. O. Box 669  
ROSE, DAVE 2844  
Palm Springs Investment Co.  
252 N. Palm Canyon Drive  
RYNNE, MABEL M. 3599  
426 S. Indian Ave.  
SHANGRI-LA PALMS  
1/2 Mile East of Highway 99  
on Ramon Road  
SHEPTENKO, PETER B. 7366  
475 N. Palm Canyon Dr.  
STERN, I. C. 2814  
465 N. Palm Canyon Dr.  
SENTINAL RLTY CO. 2907  
315 N. Palm Canyon Dr.  
TAHQUITZ RIVER ESTATES  
7534 - 850 S. Palm Canyon Dr.  
THOMAS, NANCY S.  
503 N. Palm Canyon Drive  
VENGER, LOUIS 9084  
225 N. Palm Canyon Drive  
WILLIAMS, JOHN W. 3311  
423 N. Palm Canyon Dr.  
WRIGHT & TRACY 5727  
437 N. Palm Canyon Drive  
CATHEDRAL CITY  
ARNER, SAM D. 1181  
BLAKELEY, M. H. 1493  
HILLERY, WILLARD R. 1157  
(Dial 2721 for above)  
DESERT HOT SPRINGS  
COFFEE, L. W. DHS 121  
3 W. Pierson Blvd.  
COVEY, C. C. DHS 256  
W. Pierson Blvd.  
HULME, HENRY M. DHS 106  
17 N. Palm Drive  
SMITHWICK, CONSTANCE  
DHS 337 - 110 W. 6th St.  
PALM VALLEY AREA  
RANCHO MIRAGE TRACT OFC.  
1096 - Rancho Mirage Hwy 111  
PALM DESERT CORP. TRACT  
OFC. Indio 7532  
Highway 111  
PALM VILLAGE LAND CO.  
Highway 111 Indio 7537  
PALM DELL CORPORATION  
Palm Dell - Hwy. 111  
MORONGO VALLEY  
SMITH, RAY C.  
P. O. Box 105, Morongo Valley  
SAN GORGONIO PASS  
Cabazon  
HILLER, MARY S.  
2575 Ramona  
Banning  
BANNING REALTY CO. 4044  
68 S. 1st St.  
CHAMBERS & CHAMBERS 575  
111 N. San Geronio Ave.  
MURIEL E. FULTON 4934  
Guy Sartin, Assoc.  
156 N. San Geronio Ave.  
HICKEY'S 2643  
65 N. San Geronio Ave.  
STOWELL, FRANK 4523  
181 W. Ramsey St.  
STROUT REALTY CO. 2483  
977 W. Ramsey St.  
THOMPSON, ROSE 4645  
55 N. 1st St.  
Beaumont  
FUNK, J. DREW 2151  
284 W. 5th St.  
GRANT, LEWIS N. 2744  
399 E. 6th St.  
MELLOR, CARL 2834  
660 Beaumont Ave.  
STROUT REALTY CO. 3413  
214 E. 6th St.

# The Desert Sun

## REAL ESTATE SECTION

Palm Springs and the surrounding desert area is one of the most active and rapidly growing real estate markets in California. Only through the medium of The Desert Sun can readers keep in touch with this activity; hundreds of them in all parts of the country follow it regularly. Many buyers and sellers of Desert Area Properties meet each week through the medium of this newspaper.

SEE THE CLASSIFIED PAGE FOR MANY OTHER REAL ESTATE LISTINGS

### Westlund Building \$80,000 Home at Apple Valley

Barney Westlund, Long Beach oil man and well known in Palm Springs, has now under construction a home at Apple Valley at a cost estimated to be approximately \$80,000, it was just announced.

Westlund, in talking about the desert location of his home and the abundance of Joshua trees in the area, pointed out that that tree is considered by scientists to be the oldest in existence.

According to Westlund, the Joshua with its open crown of armlike branches and bayonet-like leaves of bluish green color often reaches a height of 50 feet with its origin dating back to prehistoric days.

The tree was first discovered by the early Mormon settlers who were so impressed by the sense of reverential awe the tree inspired they named it "The Joshua" a name that has held through the years.



APPLE VALLEY site chosen by Barney Westlund for his \$80,000 summer home.

### Offer Placement to Realty Students

Student placement service has just been enlarged, announces the educational committee of the National Association of Real Estate Boards.

Purpose of the service is to assist college graduates who have majored in real estate to obtain positions, says Leland P. Reeder of Beverly Hills, chairman of the national committee.

Complete files on graduates from many colleges are in the hands of the committee, Reeder said. Prospective employers are offered full data on the students through committee offices at 22 West Monroe street, Chicago 3, Illinois.

In giving of thy alms, inquire not so much into the person, as his necessity. God looks not so much upon the merits of him that requires, as into the manner of him that relieves; if the man deserve not, thou hast given it to humanity—Quarles.

Air express shipments over domestic air line services in the first quarter of 1948 totaled 977,858, compared with 875,653 in the similar 1947 quarter, a gain of 11.6 per cent, Railway Express reports.

### Sunair Development Newest In Area To Be Site of New Bank, Theater

The Sunair sub-division shows every indication that a fast program of development will take place with the advent of the new season, according to information just received.

Located close to the hub of Palm Springs, it has been attracting wide attention.

Several homes are already completed, and more are past the planning stage. The commercial area is the future site of the Southern California Gas Company's service yard where approximately 15 persons will be employed.

Two lots have been reserved for the newly proposed Desert Bank, a theater and a sizeable hotel. A former Torrey Hospital building was moved there some time ago and is now housing a rug cleaning establishment.

Among the lot purchasers who proceeded to build homes were F. W. Griffith, Tacoma, Washington; W. G. Hughes, Compton; Wilson D. Ellis, Berkeley, and Fred McNeerney, Santa Monica. More than a half dozen lots have been reported sold recently for individual homes and one for a court. Fred Gilbert, Santa Cruz, plans

### Ask Delay in New Steel Price

A delay of 90 days in the threatened \$30 a ton boost in the price of steel, by the Kaiser Foundation mills, will be asked of the Reconstruction Finance Corporation.

A committee of the Los Angeles Chamber of Commerce, made the appeal to the RFC claiming that it was entitled to know the facts behind the proposed increase.

The petition asked RFC to appeal to Henry J. Kaiser to suspend the increase scheduled for August 15.

Kaiser said the increase was necessary to enable him to reduce his RFC loan on the steel plant. The new rate will boost the price of steel from \$86 to \$116 a ton.

The committee said Kaiser recently was given a \$10 increase and an additional \$30 increase was "unreasonable."

### SAN JACINTO HOTEL TO SINGLE OWNERSHIP

Reported this week is the sale of James Whitehorn's interest in the San Jacinto hotel to his partner, Stella McCutcheon. The consideration involved was not announced.

The U. S. Navy has developed a new steel cutting torch using electricity and an oxygen jet to operate. The new torch avoids the dangers inherent in using the highly explosive acetylene torch.

PALM SPRINGS, CALIF.  
Tuesday, August 17, 1948

The Desert Sun—3

### Favorable For Home Building Now; Report

Prices and weather conditions most favorable for residential construction will make it advantageous for prospective home builders to have the construction of their new homes begun as soon as possible. This was advocated this week by Vern R. Huck, president of the Building Contractors Association of California.

"We are now entering a period of time when it is most likely that construction costs will be at their lowest mark in the next few years. Everyone who has held back the construction of his new home while waiting for prices to drop would be wise to plan the start of the building without further delay," declared Huck.

Huck pointed out that dollar for dollar the next few months will offer the best building value for the new home buyer. He said that continuous experimentation will probably develop means to construct less expensive homes later on. These lower cost homes, he said, will have all the essentials for comfortable living but their value proportionate to cost will be less than homes built in the immediate future.

Weather conditions for the next few months should allow maximum progress in home construction, Huck said. He advocated immediate construction if possible to escape the delays caused by rain and other adverse weather conditions.

"California builders face a two-fold problem in the effect of weather on construction work," he observed. "First, as it affects work on the site, and second, as it affects the transportation systems upon which we depend for delivery from outside the state of 75 per cent of our building materials."

### Realty Leader To Be Honored Guest at Picnic

Fred B. Mitchell, San Diego, president of the California Real Estate association, will be the guest speaker at the annual picnic of the Southwest Branch, Los Angeles Realty Board at Banning Park, Wilmington next Saturday. The event has been an annual one since 1922, except during the war years.

We may destroy our prime military asset by militarizing our economy by heavy plane orders requiring government controls. —Senator Henry Cabot Lodge, Massachusetts Republican.

### Wholesale Price Index at New High

Wholesale prices hit an all-time high of 0.5 per cent during the week ended August 7, according to the Bureau of Labor Statistics. The report stated that the index reached 169.2 per cent of the 1926 average. The previous high was 168.9. The present index is 1.4 per cent above a month ago and 11.2 per cent over a year ago.

### Engineering Construction Highest Since War's End

Civil engineering construction volume in the week ended Aug. 12 reached the highest point for any similar period since the post-war peak of the first week in April, Engineering News-Record reported today.

The week's total of \$194,361,000 compared with the April peak of \$218,784,000. It was 26% higher than the preceding week, 28% above the previous four-week moving average, and 239% ahead of the corresponding week last year, the construction weekly said.

The total volume of construction for the first 33 weeks of 1948 was \$4,395,043,000, or 31% above the total for the 1947 period.

### CHOICE LOTS BUY NOW BUILD LATER

C-R  
Palm Canyon Drive  
250 ft., \$27,500  
\* \* \*  
R-1  
Chino Canyon Mesa Tract  
100x135 ft., \$5,000  
\* \* \*  
Las Palmas  
115x126 ft., \$6,750  
\* \* \*  
Palm Canyon Mesa  
100x140 ft., \$4,750  
\* \* \*  
Winterhaven Tract  
Two Adjoining Lots  
100x120 ft., \$4600  
\* \* \*  
R-3  
Choice Sections  
60x100 ft., \$3100  
Over an Acre, \$15,000  
100x110 ft., \$5,750  
100x126 ft., \$5,000  
100x100 ft., \$4,750  
\* \* \*

### MUNHOLLAND & CO.

431 N. Palm Canyon Drive  
Phone 3673  
CHET HOOBER  
CHARLOTTE BRIDGMAN  
Associate Brokers

## HOME With a View

Overlooking Palm Springs in its entirety is this new unfurnished mountainside house. Large living room with fireplace and two walls of glass; two bedrooms; 1 bath; spacious kitchen with leather upholstered dining nook. Modern architecture with all interiors painted in exotic desert colors. Definitely a bargain at

\$14,500

## Ransom & Hinkle Realtors

Walter McManus

William Boggess

Arthur Greenfield

THE PLAZA

PHONE 2793

## ATTENTION!

### Real Estate Directory

Listings have been corrected from time to time.

If your office is listed incorrectly as to address, phone number, or name, please phone 2240 with the correct listing as you would prefer it.

We want this Directory of Real Estate Dealers in Palm Springs and surrounding territory to be correct in every respect — then it will be a valuable asset to all.

### THE DESERT SUN

174 N. Palm Canyon Drive — "The Center"

### Some of Palm Springs Finest Properties

726 N. INDIAN AVENUE  
San Jacinto Hotel and Apartments  
Consisting of 16 nicely furnished rentals. Some with kitchens and hotel rooms. Air conditioned and close to shopping district. This property shows an excellent income and can be sold on very easy terms. It will pay you to investigate. Contact Mr. George, Apartment No. 6.

635 CHUCKAWALLA ROAD  
"Miraleste Lodge"  
Excellent buy in a 11-unit court. Six apartments with kitchens and 5 hotel rooms. Furnished in modern furniture. Air conditioned. There is room for additional building and swimming pool. Easy terms arranged to suit a qualified buyer. Action is wanted now. Attention bargain hunters! See this today!

563 PASEO DE ANZA  
Lovely furnished bungalow. Three bedrooms, 2 baths, kitchen with breakfast nook, living room opens onto patio and sundeck, paneled ray-hat. Recently redecorated and in nice condition. Reasonably priced. Bargain.

564 PASEO DE ANZA  
Almost new unfurnished ranch house, 2 bedrooms and bath. Combination living and dining room. Attractive kitchen. \$13,500 for quick sale.

FOR FURTHER INFORMATION, SEE MR. GEORGE  
SAN JACINTO HOTEL, APT. No. 6

### Cecil George Co.

Exclusive Agents

404 North Camden Drive  
BEVERLY HILLS, CALIFORNIA  
CR 1-5111 Since 1919 CR 1-5111

## PETER B. SHEPTENKO



Headquarters for  
Palm Springs Real Estate

IN MERITO VISTA  
New three-bedroom home with two baths. Very well built—offering all that is to be desired of a desert home—spacious rooms, plenty of built-in wardrobes, floor-to-ceiling windows, brick patio, exceptional fireplace, two-car garage, unit heat and air-conditioning ducts. This fine home must be inspected to be appreciated.  
Priced at Only \$31,500

EXCEPTIONAL VALUE  
Three-bedroom home. Large paneled living room with beamed ceiling and fine fireplace. Excellent location, large lot well planted—lawn, citrus, other trees and shrubs. Offered for quick sale, completely furnished.  
At Only \$13,000

BEAUTIFUL-VIEW LOCATION  
New two-bedroom, two-bath home. Well constructed including many excellent built-in features. Large living room, dining room, entrance hall and powder room. Tastefully decorated. Furnace heat—two-car garage. Splendid location. Definitely worthy of your inspection.  
Priced at \$23,500

DESERT MODERN  
Outstanding two-bedroom home. Large living room with fireplace, floor-to-ceiling windows commanding beautiful view of mountains and desert. Excellent construction, steel sash throughout, electric unit heat and air conditioning. Corner location. Ideal desert home in design and color. Priced to sell  
at \$15,000

THE PIONEER REALTY COMPANY OF PALM SPRINGS - 475 NORTH PALM CANYON DRIVE - PHONE 7366



Friends in the Village have just heard from Mr. and Mrs. Frank Portnoy, who postcarded that they spent some time sight-seeing in Cannes, France, and were on their way to London, England.

## PALM SPRINGS VILLAGE THEATRE

Telephone 4384  
Continuous from 1:45  
on Opening Day of Show  
Box Office Opens 6:30  
on Other Days

TUES., WED. AUG. 17-18

**SHOCKING! TRUE!**  
FILMED BY MGM IN THE GERMANY OF TODAY!

**THE SEARCH**

Montgomery Aline Jarmila  
CLIFT • MACMAHON • NOVOTNA  
A METRO-GOLDWYN-PICTURE

THURS., FRI. AUG. 19-20

It's Inspired and it's ENTERTAINMENT!

Pat O'Brien as **Fighting FATHER DUNNE**  
with Myrna Dell Charles Kemper Derryl Hickman Una O'Connor  
AN RKO RADIO PICTURE

**"SUPERMAN"**  
Episode No. 4

## High Price of Food Caused by "Middle-Man"

High farm prices are only partly responsible for the present cost of the family food basket. Marketing and distribution, half of which are represented by the cost of labor, are also an important factor.

Figures compiled by the U. S. Department of Agriculture show that the farmer normally gets from a third to a half in the aggregate of every dollar the consumer spends on food. Right now it is somewhat over half. The rest of the cost of the family food bill pays for the various steps needed to get the food from the farm to the retail shelf—transportation, processing, and wholesale and retail distribution.

**BEFORE THE WAR** the farmer averaged about 40 cents in the aggregate of the consumer's food dollar. Back in 1932 his take was only 32 cents. The farmer's share has risen during and since the war, and in 1947 he got an average of about 54 cents in the aggregate of the consumer's food dollar.

**SOME TYPES** of farming, notably meat and dairy products, yield a larger share of what the consumer pays for their products in the store than do other types such as vegetables and cereals. But this is a historical pattern, as the records show. Except for 1932, the farmer's share of the consumer's meat dollar has run from an average of 66 cents in 1913 to 53 cents in the 1935-39 period. Last year it was estimated at 71 cents. And the farmer's share of the consumer's dollar spent for poultry and eggs has averaged over 60 cents for more than three decades. In 1947 it was estimated at 68 cents.

**IN CONTRAST**, bakery products last year gave the farmer an average of 27 cents of the consumer's dollar spent for these items and canned fruits and vegetables 20 cents. These returns, however, represented a marked rise over pre-war. Cotton, wool and tobacco give the farmer the lowest share of the consumer's dollar spent for their products. Over the years this share has ranged from 5 to 15 cents and has usually averaged around the 10-cent level. The processing factor, of course, is much more important in these products than others that farmers raise.

## County Relief Payments Up 42% in 1 Year

Direct payments for relief to the needy in Riverside county for 1947-48 totalled \$3,136,686, 42 per cent more than the \$2,211,012 paid out in the county for relief during 1946-47, the first post-war year, California Taxpayers' association reported today. Relief paid out in the county during 1946-47 amounted to \$2,520,422.

Included in the relief paid out in the county for 1947-48 was \$2,649,905 for aid to the needy aged, \$95,311 for aid to the needy blind, \$285,091 for aid to dependent children, and \$106,380 for general county relief—the catch-all for people not eligible for other kinds of relief.

Aid to the aged, blind, and dependent children is financed by the federal, state, and county governments, while general county relief comes out of the county taxpayers' pockets, the association said.

Over the state as a whole, direct relief payments for 1947-48 totalled \$165,127,855. Payments for 1947-48 were 50 per cent greater than the \$110,084,302 paid out during 1946-47. Total aid payments for 1946-47 were \$131,932,669.

Of the \$165,127,855 total aid payments in California for 1947-48, \$123,224,052 was for aid to the needy aged, \$5,817,126 for aid to the needy blind, \$19,382,549 for payments for dependent children, and \$16,704,128 for general county relief.

"Payments for relief in California are scheduled to go higher, with the current \$60 a month aid to the needy aged and \$75 a month aid to the blind upped by \$5 a month effective October 1 by the federal government," the Taxpayers' association said.

In addition, the November ballot contains a proposition, No. 4, which proposes to raise aid to the aged to \$75 a month and to the blind to \$85 a month and to make other costly changes. Passage of the plan, it is estimated, would increase payments for these kinds of aid by \$124,000,000 for the first year.

Chief of Police August Kettmann is scheduled to return from his vacation September 1. During his absence Sergeant Stanley Ehler has been acting chief.

Pat Stambaugh is expected to return here this week after spending three weeks with his parents in Harrisburg, Penn.



"I can't waste my time listening to them political guys! When 'The Masked Ranger' talks, he SAYS somethin'!"

## Biltmore Adding Lounge, Bigger Dining Room

Improvements amounting to approximately \$50,000 now taking place at Biltmore hotel, which will include an elaborate cocktail lounge and card room, will be completed by the time the hotel opens October 15, according to Samuel Levin, proprietor.

In addition to the cocktail lounge, Levin said that the dining room and kitchen are being enlarged to twice the present size and an impressive entrance to the hotel grounds is being erected.

An on-sale liquor license was purchased by the hotel just as the past season closed.

## From Page One—MORE ABOUT Polio ...

sonnel where they have been in repeated direct contact with acute cases.

**BECAUSE** of the difficulties of studying polio, the only means whereby we can determine how it is spread from one person to another is through the study of the characteristics of epidemics. We find that it behaves very much as does measles and other acute communicable diseases, although it is not as highly contagious.

Since the germ can be found in the throat during the first week of the disease and it is recognized that this is the most contagious stage, it is logical to assume that most polio is spread from one person to another when an infected person coughs, talks, or sneezes, so that droplets from the mouth are transmitted to the other person. This does not necessarily mean that it is the only means of spread but it certainly is the most logical. It is true that the germ has been found in the intestinal discharges of infected individuals but this does not justify the conclusion that it is the usual means of spread. The germ causing tuberculosis is frequently found in the stomach and in the intestines yet no one claims that tuberculosis is spread by intestinal discharges.

## From Page One—MORE ABOUT Election ...

nor. It is believed that he had a "heavy" hand in urging Button to accept his political job in Southern California.

Yesterday it was announced that Button and several associates have acquired a 1100-acre former army camp near San Bernardino, and plan to develop it as an industrial site and residential area. He is the president of the organization, Art Linkletter, a friend and famous radio announcer, vice-president, and Shelby York, secretary-treasurer.

## From Page One—MORE ABOUT Zoning ...

visor through the columns of those publications.

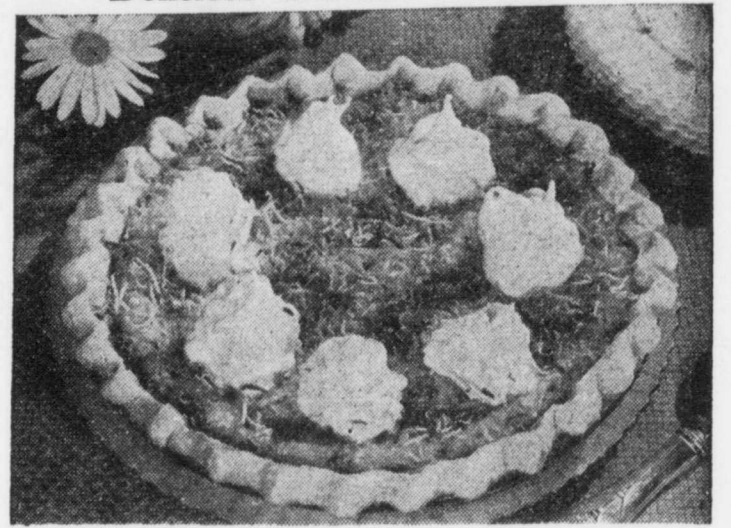
In essence both newspapers, said to represent a minority cross section of opinion in their communities, are asking that a write-in candidate be found to run against Easley on the November 8 ballot.

"I am too busy to worry about what those two newspapers write," declared Easley. "The people of my district elected me and it is they who will decide the issues in the end."

## DESERT HOT SPRINGS, CALIF.

To relax, to build up energy—try a natural hot mineral water pool. Open every day, from 10 A. M. to 10 P. M. The Mineral Water Resort City of the West with bungalows, apartments, hotels, theater, ball park and shopping district. For information write L. W. Coffee, or phone DHS 121. Business and residential property available with Public Utilities; water, lights, natural gas and telephone exchange. L. A. Office, 257 S. Spring St. L. A. 12, Phone MUtual 8459.

## Here's a New Way To Make Sure of Delicious Coconut Custard Pie



Now that flavorsome coconut, so long unavailable because the war cut off our supply from the Philippines, is again plentiful, we can depend on it to add eye appeal and tempting flavor to desserts.

There's a new way to make that old favorite, coconut custard pie. So that the crust will be crisp, without even a trace of soginess, the custard filling, full of coconut, is baked separately and slipped into the cooked crust.

A variation of the regular coconut custard pie is made with a prepared pudding mix—chocolate, vanilla, butterscotch. Just make the pudding, cool it slightly, and pour into the baked pie shell. Sprinkle the top generously with shredded coconut, baked or untoasted. Fluffs of whipped cream or uncooked meringue may also be used to top the pie.

### Coconut Custard Pie

4 eggs, slightly beaten 2½ cups milk, scalded  
½ cup sugar 1 teaspoon vanilla  
¼ teaspoon salt 1 cup shredded coconut

Pie crust for 9-inch pie shell

Combine eggs, sugar, and salt; add milk gradually, then vanilla and coconut and mix thoroughly. Pour into a buttered 9-inch pie pan. Set in a shallow baking pan of hot water and bake in moderate oven (375°F.) 45 minutes, or until custard is set. Remove pan carefully from water bath and cool.

Meanwhile, roll pastry dough to ¼-inch thickness. Fit in another 9-inch pie pan. Trim edge and flute with fingers. Prick pastry with fork. Bake in hot oven (450°F.) 10 to 12 minutes, or until slightly browned. Cool.

To place custard in pie shell, loosen custard from sides of pan with knife or spatula; tilt and shake pan gently to completely loosen. Using both hands, hold pan of custard just above, and close to, the far edge of cold baked pie shell. Shake gently. As custard starts to slip, pull pan back until custard settles into pie shell. Tip pie until custard fits perfectly.

when complaints that rifle shoots were being fired in the Village were made by fearful citizens.

## From Page 1—MORE ABOUT 3-Alarm Fire ...

equipment was destroyed, according to Samuel H. Levin, owner of the hotel. Levin arrived in the Village yesterday, via air from San Francisco, to survey the damages. He said that the hotel's water supply would be in operation again by the time the Biltmore opens October 15.

**THE FIRE LOSS** was amply covered by insurance, Levin said. Mrs. Uthes, who reported the blaze to the fire department said she noticed smoke curling from the warehouse when she passed the building on her way to obtain a red lantern to be used on the roadway near the hotel.

Report that there was insufficient water with which to combat the fire proved to be erroneous according to Fire Chief Bill Leonasio.

The highly inflammable mattresses, paints, furniture and equipment was in full blaze before the fire was discovered, it was reported.

### Villagers Abroad

Juneau, Alaska, August 13, 1948  
Mrs. Bauer and I came to Juneau Tuesday by ship from Seattle. We will be here until August 24, then home by Labor

Day. Am certainly enjoying every minute here. So much beautiful scenery and glaciers two miles wide, seven miles long and plenty thick which seems to keep it plenty cool.

What wouldn't a block of ice that size do for Palm Springs right now?

In a couple of days I expect to try my hand at salmon fishing in Auk bay. They are just beginning to run.

Ran across the Wilson Gibbs in Victoria, B. C.

Best regards,  
CLINTON BAUER

P. S. The sun is shining today.

## SERVEL GAS REFRIGERATORS

## EASY WASHING MACHINES

## GAS RANGES

Wedgewood  
O'Keefe & Merritt  
Gaffers & Sattler

Henry A. Simsarian  
850 N. Palm Canyon Dr.  
Phone 7414

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## JENKINS MOTOR CO.

INDIO, CALIF.

## LINCOLN and MERCURY

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## LINCOLN MERCURY

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Beautifully and Scientifically

## CLEANED IN YOUR HOME

Using the TROJAN METHOD  
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Ready to Use in 3 to 4 Hours!

Phone 6464 for FREE Estimate

## UNIVERSAL CLEANERS

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## BE A SAFETY FIRST-ER

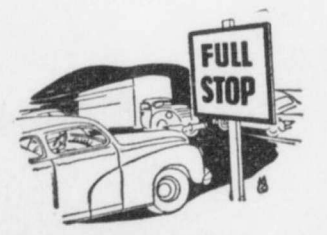
As a licensed driver, you hold the power of life and death—Wield it in favor of life by exercising extreme, deliberate caution each time you take the wheel.



Today this child blithely skips rope with her comrades . . . If you make one false move at the wheel she may be hopelessly crippled, even dead, tomorrow. Keep her safe by being a safe driver—your traffic police is your guide!

School days will soon be here again—and with them the need for more than usual driving care. Think of each child in your path as your own—then cross that intersection, turn down that street. BE CAREFUL!

Back up your knowledge and application of safe driving rules by making sure your brakes can stop on a dime! For the most complete safety possible, we suggest that you service your auto regularly.





# Social ACTIVITIES

By "MY GIRL FRIDAY"

## Honor Couple on 50th Wedding Anniversary

More than 100 friends and relatives gathered on August 4, at the home of Mr. and Mrs. Leroy Church Hooker, 122 N. St. Andrews Place, Los Angeles, on the occasion of their Golden Wedding.

The bride, attired in a turquoise gown, wore a gold orchid corsage provided by her husband of so many years. The bridegroom also in formal dress, wore a gold rosebud for boutonniere.

The home was decorated with a profusion of golden blooms, and the dining room table was set with gifts. The bride cut the wedding cake and was assisted in serving by their two daughters.

Mr. and Mrs. Hooker were married in Berkeley, August 4, 1898. They lived in El Alameda, for many years and were prominent in the work of the Community Church, Hooker was a member of the choir and on many occasions played the organ or piano.

## Village Musicians Return From East

Gene and Gwen Bari, 545 Calle de Los Amigos, returned to Palm Springs this week from New York, Chicago and Cleveland. While in those cities they represented Harold Rhodes, manufacturer of the tiny piano called the "Pre-Piano."

When the Desert Inn re-opens this Fall, the popular Village musicians will return for another long engagement.

On their return home however, they found that the recent flash flood had damaged approximately \$3000 in sheet music, stored on their patio.

## Harold Murphys Now Visiting in Cape Cod

Enjoying a complete change from desert living are Mr. and Mrs. Harold Murphy who are now visiting in the beautiful summer home of Mr. Murphy's cousins in Cape Cod, Mass.

The Murphys' extensive traveling this summer in Canada and along the Eastern seaboard has taken them thus far to New York City, Philadelphia, Atlantic City, Montreal, Quebec, and many other places in Eastern Canada. The couple plan to be back in the Village next month.

## Mrs. Bigelow on Visit To Washington, D. C.

Mrs. Burnham Bigelow, who is summering in New York City, could last week be found taking a brief side-trip to the nation's capital.

En route to Palm Springs Mrs. Bigelow will visit with her mother in Hudson, Mich., returning here on Sept. 10.

Mr. and Mrs. Alvyn Vogt of 369 North Palm Canyon Drive are the proud parents of a baby girl born at the Palm Springs Community hospital, Wednesday, August 11, at 6:45 p. m. Nancy Jean was the name chosen for the new arrival. Mother and daughter are "doing well."

Friends here were notified by Esther Gilbert that her brother, Harry Lofchie, passed away Thursday in Boston, Mass. Esther Gilbert is at present visiting with her son, Morty, in San Francisco.

## Humes Play Host At Dinner Party

Mr. and Mrs. Jimmie Hume honored Mr. and Mrs. Jimmie Jackson and son Jimmie Jr. at dinner Saturday night. Other guests were Mr. and Mrs. Dick Patton.

Mr. and Mrs. Jackson recently returned to the desert from the 500-mile races at Indianapolis in which Mr. Jackson participated. Enroute back to California he tried his luck at speedboat racing and is very enthusiastic about that sport.

Mr. and Mrs. Hume left Saturday for Los Angeles. On Tuesday they plan to attend the birthday party in honor of Mrs. Hume's mother, Mrs. John B. Sharp. On Monday night they were guests at the magicians' banquet given at the Masquers' Club in Hollywood.

## Mrs. Morrey Hostess At Lawn Buffet

Mrs. Robert Morrey entertained a small group of Villagers recently with one of her "famous for the delectable dishes" buffet suppers. The guests gathered on the lawn greatly admired Mrs. Morrey's lawn and garden which remain throughout the summer among the most beautiful to be found in the Village.

Among the guests were Mr. and Mrs. Stewart Williams (Mrs. Williams was just back from a month's vacation at Laguna Beach and preparing for an Idyllwild sojourn), Roger Williams (Mrs. Williams was away in Idyllwild), Bill Boggess, and Tony Burke.

## Mrs. Noble Banks To Return in October

In the midst of the gay social whirl in Grosspointe, Mich., is Mrs. Noble Banks. Mrs. Banks' first visit to her former home in seven years has been the occasion for numerous parties in her honor during the past two months.

Following a trip to Easthampton, N. Y., Mrs. Banks will return to her Village home in October.

## Mr. and Mrs. Hees Back From Motor Trip

Mr. and Mrs. Rathbun Hees are back in California following a motor trip that took them to their former homes in Canada, to New York City where they attended the latest state shows, and to Lake Tahoe on their return trip where they saw many Villagers who are summering there.

The Hees' may most often be found now on the beach or paddle-tennis courts of the Bel-Air Bay club.

A week's vacation at the beach is being enjoyed by Mr. and Mrs. Jack Gornham and their young son. The couple are visiting in the Balboa home of Palm Springs winter visitors, Mr. and Mrs. Curtis McFadden.

Mr. and Mrs. Larry Sitter and children, Larry Jr. and Mary Margaret, and Mr. and Mrs. Joe Woods and son, Gregory, spent the week-end in Idyllwild.

Mr. and Mrs. Ed Smith left for San Francisco Wednesday to visit Mr. Smith's parents. They will be gone three weeks.

## Four Chimneys Scene of Wedding

Four Chimneys' beautiful Idyllwild Lodge was the setting last week for the first wedding ever to take place there.

Miss Barbara Jean Woods of Hollywood and Warren A. Williams recited their marital vows before Reverend Patton of Hemet, who officiated. The ceremony took place on the patio overlooking the swimming pool. An archway of fern and pine cone, candles and large baskets of flowers added to the beauty of the altar which was banked with ferns and evergreen boughs.

A wedding breakfast was served in the barbecue pit. Among the guests to attend were Dr. and Mrs. Max Krone of Los Angeles.

## Mr. and Mrs. Drew on Long Motor Tour

Mr. and Mrs. Fred M. Drew left their home in San Jose Tuesday for a motor tour that will take them through part of Canada and the New England states.

Enroute they plan to visit Yellowstone National Park, the Black Hills of Dakota and other places of interest. Through the New England states, they hope to call on friends who live with them at Smoke Tree Ranch during the winter months.

The couple plan to be in Palm Springs on or about November 1.

## Villager Honored at Birthday Dinner

Mrs. Rhea Kirkpatrick was the honored guest at a dinner party at the Palm House Monday night. The occasion was the celebration of her birthday anniversary.

Employed at the Palm Springs Hardware and Department store, among those present were Mrs. Juanita Dunsforth, Mrs. Helen Krebs, Mrs. Grace Riley, Mrs. Kate Maze, Mrs. Jessie Leonides, Tom Holland and Murray Berwick.

Later the group went to the home of Mrs. Kirkpatrick's mother, Mrs. Althea "Granny" Fervon, for an evening of entertainment.

## Judge Enjoying First Vacation in Years

First vacation in many years is presently being enjoyed by Judge Eugene E. Theriault who joined his family at Laguna Beach last Thursday.

The Judge arrived at the beach home in time to celebrate the birthday anniversary of his wife Margaret. He presented her with a beautiful table model radio. Saturday the Theriaults and Mr. and Mrs. Wilbur P. Davis were seen together dining at the El Adobe, at San Juan Capistrano. The magistrate will return in two weeks.

Mrs. Edna Brott on her return to the Village will be able to tell her friends what it feels like to have a ride in a tramway cable car. Visiting her sister at Lake Surapee, New Hampshire, she wrote recently that she enjoyed "immensely a ride on the tramway at Franconia."

Ken DuBose and family who have been residing at Idyllwild are planning to move to Balboa Thursday where they will spend the rest of the summer away from Palm Springs.

Charley Goorley, of the Tampico, and his new bride arrived here from Chicago.

CLASSIFIED ADS—PHONE 2249

## The Desert Sun

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## Public Hearing On County Budget Held Yesterday

The preliminary Riverside county budget for the fiscal year ending June 30, 1949, calling for a total expenditure of \$10,640,545, was the topic of a public hearing conducted before the board of supervisors yesterday.

The board of supervisors considered the lists of expenditures in its chambers.

Although the approved budget requirements for the county's 1948-49 operation are of record proportions, the amount to be raised by property taxes is only \$3,295,105, excluding certain road district funds which do not affect the entire county.

A tax rate of \$2.26 upon each \$100 of assessed valuation on the secured property roll will be required to reduce the tax rate from last year's \$2.34 and hold down costs, the board of supervisors trimmed \$296,613 out of the requests made this year by department heads.

Further reduction of the preliminary budget is not expected since representatives of the County Taxpayers' association and the Farm Bureau, both watch-dogs on county government expense, sat with the board throughout the several weeks during which the budget was drafted.

Balances from the 1947-48 year amounted to \$1,444,949, and state and federal subdivisions and grants and other income available this year will be \$5,900,491. All sums over the total of these two items must be raised by tax levy.

Federal conventions and grants include cubing fees from U. S. forest lands, aid to needy children, aged and blind, welfare administration subsidy and flood control.

## Five Million Voters Get Booklet On November Ballot

In the mail this week on the way to five and one-half million voters is a 32-page pamphlet describing constitutional amendments, propositions and proposed laws to be submitted to voters at the November 2, general election.

Copies were on the way to California's county clerks and registrars of voters, who in turn will make these with sample ballots to registered voters prior to the election.

The pamphlet contains two sections. The first part lists the titles and numbers as they will appear on the ballot, together with arguments for and against.

The appendix contains the complete text of the various items as they will appear if enacted. Secretary of State Jordan said the five and one-half million copy press run was the largest ever ordered by his office and is based on an anticipated five million or more registration for the November election.

Deadline for registration is September 23. Jordan said that under the permanent registration law, those voting in the last general OR primary elections need not re-register unless they have changed their place of residence.

Those eligible to register are persons who have reached the age of 21 years, have resided in California one year, in the county 90 days and in the precinct 40 days. They must also be able to read and write and be sound of mind.

William A. Johnson and sons, Bob and Gene, Ray Lusby and Robert Beck went for a week-end of angling at Crestline. They will join the experienced fisherman, Mrs. Johnson, who has been there for some time.

Mr. and Mrs. Jules Devorzon and children, Barbara and Jackie, have been spending most of the summer at Arrowhead Springs. Mr. Devorzon, of the popular "Jules and Webb" team, is performing there nightly.

PALM SPRINGS, CALIF.  
Tuesday, August 17, 1948



# Sports

## Stars Cinch First Place in League

The Desert Stars continued their winning streak by taking the Globe Trotters with a final tally of 7 to 5 Thursday night in the six inning curtain raiser.

With only one more game to be played in this league the Thursday night winners have cinched their position as the best in the Girls' League. The Desert Stars have won ten games in thirteen starts. The Globe Trotters have won 7 and lost six.

Line score R H E  
Desert Stars 001 150—7 6  
Globe Trotters 001 004—5 3 3  
Batteries: Barbara Crossley, Leota Mitchell, Corrine Crossley; Minnie Turner, Essie Pellum.

## Charities Get Illegal Bags of State Game

The 1854 hunters and fishermen arrested during the first three months of 1948 for Fish and Game violations may receive consolation in the fact their illegal bags of fish and game were used to enliven the dining tables of California's charitable and public institutions.

Under State law, most of the fish and game taken from law violations is awarded to public hospitals, orphanages, prisons, homes for the aged, and similar institutions.

Released this week is the annual hunting and fishing calendar for the state of California as announced by the Division of Fish and Game.

Trout—May 1 to October 31, with exceptions. Limit: 15 trout, salmon or Rocky Mountain whitefish in the aggregate, or 10 pounds and one fish in the round. Angling hours: one hour before sunrise to one hour after sunset.

Deer—In central coastal district only, August 7 to September 16. Bag limit: two bucks. In south coastal district: only, August 7 to September 6. Bag limit: one buck. Season opens in balance of State on September 16.

Black Bass—No closed season. Daily bag and possession limit: 10 fish, but not over 15 pounds and one bass in the aggregate in the round. No minimum size.

Crappie, Calico bass—No closed season. Bag limit: 25 fish of all species in the aggregate. No minimum size.

Saltwater Salmon—Ends December 31. Bag limit: three salmon. Size limit: 25 inches. Angling hours: one hour before sunrise to one hour after sunset. See abstract of angling regulations.

Jackrabbits—No closed season except in San Bernardino, Los Angeles, Orange, Riverside, Imperial, and San Diego counties. No bag limit. Hunting license required.

Striped Bass—No closed season. Limit: five fish or 25 pounds and one fish, except that, irrespective of weight, at least two fish may be possessed. Size limit: 12 inches.

Abalones—Ends January 14. Limit: 10 abalones with not more than five red species. Minimum sizes for red abalones, seven inches; green, six and one-quarter inches; pink, six inches; black, five inches. May not be possessed out of the shell. Fishing license required.

## Friday 13 Unlucky For Indians

Friday, August 13 proved to be an unlucky night for the Desert Hot Springs Fireballs Jr. Wayne Schicke, pitcher later explained that he had walked under a ladder that day and a black cat crossed his path, accounting for the drubbing he took when facing the Del Taquitz Indians his best.

The score finally added up to 12 to 3 in favor of the local mob. However, there is a hot fight brewing for first place with the Rangers, Pete's Pioneers and the Indians within a half game of each other.

Line score R H E  
Desert Hot Springs 0 120 000—3 3 2  
Indians 4 150 100—12 5 1

Batteries: Wayne Schicke, Kelly, Danny Perez, Ralph Alexander.

## Plan October Boat Races at Indio

Preliminary activities for the annual National Speed Boat Regatta to be held at Desert Beach, Salton Sea, in October are under way by the Desert Beach Yacht Club of Coachella Valley, which meets on the second Monday of each month at the Wheelhouse, Desert Beach.

This year the regatta will be sponsored by a local group instead of out-of-town interests, said Vence May, vice-commander. The club has been incorporated and the officers are: R. J. Johnson, commodore; Vence R. May, vice-commander; Robert P. White, secretary; Glenn Gurley, treasurer; A. W. Staples and W. D. Mayfield, directors; Robert A. Hawley, port captain and chairman of the power boat races arrangements committee.

## P. S. Electric Take Jr. Chamber 20 to 4

It wasn't even a contest as far as the Palm Springs Electric was concerned in the final game Friday night.

Tangling with the Junior Chamber of Commerce, the league leading Electric team won by a score of 20 to 4, with Pappy Hubbs doing the pitching.

Line score R H E  
P. Sps. Electric 2 146 043—20 16 2  
Jr. Chamber 0 001 003—4 6 6  
Batteries: Pappy Hubbs, Don Aljan; Les Shaw, Paul Buchanan, Bob Benish.

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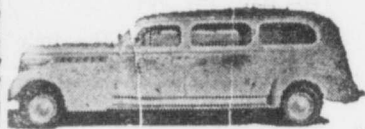
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# Questions and Answers

on the

## FICTITIOUS NAME LAW

Every Individual and Partnership Operating in California Under a Trade Name Should Read This Carefully

- Ques.** What is a Fictitious Firm name?  
**Ans.** Any name which does not completely and clearly identify the owner or owners.
- Ques.** Why should an individual or partnership doing business under a Fictitious Name file and publish a Certificate?  
**Ans.** 1. The law is specific and mandatory. Business people, like other persons, should obey the law. 2. No Court action of any sort can be maintained until Certificate is filed and published. 3. Such filing and publishing contributes to the value and protection of a trade name.
- Ques.** Is the name "J. B. Smith Company" a fictitious name?  
**Ans.** Yes. Because the term "company" is ambiguous and suggestive of uncertainty.
- Ques.** How can customer find if he has filed and published his certificate of business?  
**Ans.** Simply by checking with the Corporation department in your county clerk's office.
- Ques.** What does Section 2468 of the Civil Code mean by the wording that no person or partnership failing to comply "shall maintain any action upon, or on account of, any contract or contracts made or transactions had," under such fictitious name in any Court of this State?  
**Ans.** Simply that the person or partnership cannot sue.
- Ques.** Does this mean that cash stores are not affected?  
**Ans.** There are many grounds for court actions besides the mere collection of past due accounts. For instance, a cash grocery may wish to sue a trucking company for damage to shipments.
- Ques.** In case of a change in ownership, must the new owner file and publish?  
**Ans.** Yes. "Every person transacting business in this state under a fictitious name" must file and publish.
- Ques.** In case one partner is succeeded by another, must a new certificate be filed and published.  
**Ans.** Yes. Section 2469 of the Civil Code states that "On every change in the members of a partnership transacting business in this State under a fictitious name . . . a new certificate must be filed with the county Clerk and a new publication made."
- Ques.** Must a corporation file and publish a certificate?  
**Ans.** Yes, when the corporation as a person owns and operates some other business under a fictitious firm name. In such event it must file and publish, otherwise not.
- Ques.** Do public authorities demand compliance with the fictitious firm law?  
**Ans.** Yes. For instance, the California State Department of Vocational Standards will not issue a license to any contractor or contracting partnership who has not filed and published.
- Ques.** May a person or persons engaged in more than one business under fictitious name meet the publication requirement by filing and printing only one certificate?  
**Ans.** The Los Angeles County Counsel has ruled: "We incline to the opinion that the provision of said section contemplate a certificate to be filed and published for EACH fictitious name under which a business is transacted."
- Ques.** Does the filing and publication of a Trade Name Certificate have value in establishing owners' title in a firm name?  
**Ans.** Yes the courts have held such registration and publication to be a prima facie evidence of name ownership where two claimants to a name have contested ownership.
- Ques.** How may a Certificate be prepared, filled out and published?  
**Ans.** See your lawyer, bank, local newspaper or the County Clerk.
- Ques.** What will it cost?  
**Ans.** The statutory one dollar County Clerk fee for filing plus the publisher's rate for four weekly insertions of the advertisement, amounting to about \$10.
- Ques.** Where may filing service be obtained.  
**Ans.** Complete service is given FREE by Los Angeles Newspaper Service Bureau, Inc., 132 West First Street. Write them for further information or free forms and printed instructions at that address or Phone MA 2541.

## THE LAW

(Civil Code Sections 2466, 2468, 2469)

2466—Every person transacting business in this state under a fictitious name and every partnership transacting business in this state under a fictitious name, or a designation not showing the names of the persons interested as partners in such business, must file with the clerk of the county in which his or its principal place of business is situated, a certificate, stating the name in full and the place of residence of such person and stating the names in full of all the members of such partnership and their places of residence. Such certificate must be published in the county, if there be one, and if there be none in such county, then in a newspaper in an adjoining county. An affidavit showing the publication of such certificate shall be filed with the county clerk within thirty days after the completion of such publication. 1923-238.

2468—The certificate filed with the clerk as provided in section twenty-four hundred and sixty-six must be signed by the person therein referred to, or by the partners, as the case may be and acknowledged before some officer, authorized to take the acknowledgment of conveyance of real property. Where a business is hereafter commenced by a person under a fictitious name or a partnership is hereafter formed, the certificate must be filed and the publication designated in that section must be made within one month after the commencement of such business or after the formation of the partnership, or within one month from the time designated in the agreement of its members for the commencement of the partnership. Where the business has been heretofore conducted under a fictitious name or where the partnership has been heretofore formed, the certificate must be filed and the publication made within six months after the passage of this act. No person doing business under a fictitious name, or his assignee or assignees, nor any person doing business as partners contrary to the provisions of this article, or their assignee or assignees, shall maintain any action upon or on account of any contract or contracts made, or transactions had, under such fictitious name, or in their partnership name, in any court of this state until the certificate has been filed and the publication has been made as herein required. 1911-441.

2469—On every change in the members of a partnership transacting business in this state under a fictitious name, or a designation which does not show the names of the persons interested as partners in its business, except in cases mentioned in sections twenty-four hundred and sixty-seven, a new certificate must be filed with the County Clerk, and a new publication made, as required by this article on the formation of such partnership. 1873-254.

# The Desert Sun

174 "S" The Center  
PHONE 2249 NOW

## Jack Reids To Return From Atlanta, Ga.

Mr. and Mrs. Jack Reid and daughter Christine who have been visiting with Mrs. Reid's folks in Atlanta, Ga., have notified their friends here they will be back this month. They plan to open their Pottery Shop soon after returning.

Mr. Jerry Fortunato, presently employed in Los Angeles, visited with his family here a few days this past week. He likes the desert and hopes to be able to be established here.

Mr. and Mrs. Bob Renker and son Jeffery were in the Village yesterday making arrangements for the coming season. Renker was the tennis professional at the Palm Springs Tennis Club last winter.

## LEGAL NOTICES

**CERTIFICATE OF BUSINESS FICTITIOUS FIRM NAME**  
The undersigned do hereby certify that they are conducting a milk distribution business at 1868 South Palm Canyon Drive, City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of Palm Springs Dairy and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:  
J. A. YALE, 492 North Calle Encillia, Palm Springs, California  
ANTHONY O. PIZZI, 1862 South Palm Canyon Drive, Palm Springs, California  
Witness our hands this 11th day of August, 1948.

J. A. YALE, ANTHONY O. PIZZI, State of California.  
County of Riverside, ss.  
On this 11th day of August, A. D. 1948, before me, Hilton H. McCabe, a Notary Public in and for said County of Riverside and State, personally appeared J. A. Yale and Anthony O. Pizzi, known to me, (or proved to me on the oath of) to be the persons whose names are subscribed to the within Instrument, and acknowledged to me that they executed the same.  
In witness whereof, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.  
(SEAL)

HILTON H. McCABE, Notary Public in and for said County and State (My commission expires Sept. 29, '51) Pub. Sun, Aug. 17, 24, 31, Sept. 7, 1948

**CERTIFICATE OF BUSINESS FICTITIOUS FIRM NAME**  
I, the undersigned do hereby certify that I am conducting a Hotel business at 726 North Indian Avenue, City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of Hotel San Jacinto, and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:  
STELLA G. McCUTCHEON, 1320 Devon Avenue, Los Angeles 24, California.  
Witness my hand this 12th day of August, 1948.

STELLA G. McCUTCHEON, State of California.  
County of Los Angeles, ss.  
On this 12th day of August, A. D. 1948, before me, J. K. Clarke, a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared Stella G. McCutcheon, known to me to be the person whose name is subscribed to the within Instrument, and acknowledged to me that she executed the same.  
In witness whereof, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.  
J. K. CLARKE, Notary Public in and for said County and State (My commission expires Dec. 22, '50) Pub. Sun Aug. 17, 24, 31, Sept. 7, 1948

**NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES**

TO WHOM IT MAY CONCERN:  
Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:  
596 SOUTH INDIAN AVENUE, PALM SPRINGS, RIVERSIDE COUNTY.  
Pursuant to such intention, the undersigned is applying to the State Board of Equalization for issuance on original application of an alcoholic beverage license for these premises as follows:  
ON-SALE BEER LICENSE.  
Anyone desiring to protect the issuance of such license may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law. The premises are not now licensed for the sale of alcoholic beverages.  
WILLIAM A. JOHNSON, Publish Sun, Aug. 17, 1948

**CERTIFICATE OF BUSINESS FICTITIOUS FIRM NAME**  
The undersigned do hereby certify that he is conducting a ranching-real estate business at Palm Desert, California, County of Riverside, State of California, under the fictitious firm name of Panorama Ranch and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:  
JOHN HARNISH, 1732 Mesa Drive, PALM SPRINGS, CALIFORNIA.  
Witness my hand this thirteenth day of August, 1948.

JOHN HARNISH, State of California, County of San Bernardino, ss.  
On this 13th day of August, A. D. 1948, before me, Florence O. Sturdy, a Notary Public in and for said County and State, residing therein, duly commissioned and sworn, personally appeared John Harnish, known to me to be the person whose name is subscribed to the within Instrument, and acknowledged to me that he executed the same.

In witness whereof, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.  
FLORENCE O. STURDY, Notary Public in and for said County and State. My commission expires Feb. 26, 1949. Pub. Sun, Aug. 17, 24, 31, Sept. 7, 1948

## The Desert Sun CLASSIFIED ADS

Phone 2249

**RATES**  
One Two Four One  
Time Times Times Month  
30 45 80 160  
PER LINE  
• LIBERAL DISCOUNT FOR PAYMENT IN ADVANCE.  
• COUNT 26 LETTERS AND SPACES PER LINE . . . LARGE TYPE CHARGED AS 3 LINES  
• MINIMUM: 3 LINES.  
• RATES BASED ON CONSECUTIVE ISSUES.

## Lost and Found

LOST—Between Palm Springs and Rancho Mirage, brown billfold containing important papers and money. Liberal reward, Box 30, Desert Sun.

## Miscellaneous Services

MIMEOGRAPHING ADDRESSING—MAILING Credit Bureau—Phone 2738

## Moving—Storage

**TELEPHONE 2249 2240**  
AND LET THE TRAINED AD-VIDOR WRITE YOUR CLASSIFIED ADS THE DESERT SUN 174C (THE CENTER)

Local and Long Distance HAULING City Pick-up and Delivery **PALM SPRINGS TRANSFER CO.** Also TOPSOIL and TRASH Phone 4305, or P. O. Box 861

## HOUSE MOVING

Estimates Given **Wright and Leonard** P. O. Box 25, Palm Springs Phone 3803

MOVING—Border to Border—Coast to Coast. Fast insured van service. Will move you to or from Palm Springs, to any part of U.S. Lowest rates. No crating necessary. Free estimate, day or evening. Also monthly storage. **VALLEY FURNITURE CO.** Indio, Calif. Phone Coachella 83496

## Home Services

**TEX DRISKELL REFRIGERATION SALES AND SERVICE FOR COOLER REPAIR SERVICE PHONE 2828**

## ROOFING CONTRACTOR

Estimates Cheerfully Given **PERRY F. SANDERS** Phone 7674  
San Pedro Construction Co. GENERAL CONTRACTOR Commercial—Home Building All types cabinet work. Door and window screens Made and repaired. Roofing and Insulation 378 So. Indian Ave. Phone 6423

## Work Wanted

SMALL COURT to manage by experienced woman. Commission considered. Phone 3861 or File 24, c/o Desert Sun.

EXPERIENCED local maintenance engineer would like position in hotel or apartments. Can take full charge. File 26, Desert Sun.

APARTMENT HOTEL manager with large following. 10 years hotel experience including Palm Springs, will be available for coming season. File 29, Desert Sun.

RESPONSIBLE Woman 38, 16 years experience in general office work wishes work with employer interested in a person capable of assuming full charge of office. Palm Springs is my permanent home. Furnish excellent references. Have experience in meeting public—can adapt myself quickly to any new job. File W, Desert Sun.

EXCEPTIONALLY qualified, reliable man with local references for management or maintenance work in hotel, motel, dude ranch. Have tools for plumbing, painting, carpenter work. Now or when season opens. Write P. O. Box 235, Desert Hot Springs, Calif. 542.

## Employment Offered

WANTED: Housekeeper to live in and care for 6½ and 2-year-old children. No cooking. Starting in September. Write File 21, c/o Desert Sun.

## Real Estate for Sale

**SEE DAVE ROSE FOR BEST BUYS IN PALM SPRINGS** Homes—Income—Rentals Lots—Leases—Business Opportunities 252 No. Palm Canyon Drive Phone 2844

FOR REAL VALUES in homes, furnished and unfurnished, consult

**ADOLPH ISRAEL** Real Estate Broker 507 N. Palm Canyon Phone 2981  
\$37.50 PER ACRE Entire section 31, 35, 5E. Borders city limits. Excellent industrial sites. Railroad siding. Col. R. A. Ellsworth, Palm Village, Indio 72792

## Real Estate for Sale

R-3 LOT, 100x110, close in on major highway, \$5,750. Phone Mike Flavin, 2736.

EXTRA LARGE R-3 lot, backing on Palm Canyon Drive. \$4,250. July only. Harold Hicks, Phone 2736.

R-4 LOT, approximately 110x140, near Lone Palm, \$11,500.00. Phone Harold Hicks office, 2736

TRADE two business lots on Beverly Blvd. for Palm Springs income property. P. O. Box W. W., Palm Springs.

NEW THREE ROOM HOUSE—corner Jean and East El Portal. \$3,500. E. A. Blake, 627 N. Loma, Temple City.

Beautifully furnished 4 bedroom 2 bath home. Forced air heat. Fenced in and landscaped. Large patio. \$22,500. SEE

**DAVE ROSE ASSOCIATES** Bill Kleinberg Joe Tavormina 252 North Palm Canyon Drive Phone 2844

DESERT HOT SPRINGS—Two units, 1 furnished. All electric, patio. Owner on property. 160 W. 1st Ave.

MODERNISTIC new duplex on large lot, \$18,000. Terms. Rancho Mirage Corp. Associate Brokers

DON CAMERON—ESTELLE EWART Phones: 1091—1112—1117

OWNER SELLING beach home built 1946. Guest apartment, patio, barbecue. Near Carlsbad Hotel, Carlsbad, Calif. 2632 Ocean St. Phone Oceanside 5070.

FURNISHED income. Modern home. Trailer. Indian Reservation. Reasonably priced. Close in. P. O. Box 224.

3 BEDROOM furnished home in south part of town. Lot 75x100. Owner transferred. Anxious to sell. Any reasonable offer considered.

**EMMONS REALTY CO.** 238 S. State Highway Opposite Palm House Phone 7882

2 HOUSES on 1 lot. 1 furnished, other partially furnished. Good income. Price \$15,500. Approximately \$4000 down. 585 Calle Palo Fierro.

## Real Estate Exchanges

BRENTWOOD PARK, north on Sunset. 4 bedrooms, library, Solarium, maids' and chauffeurs' quarters. 1 acre landscaped. Will sell, rent or trade for Palm Springs property up to \$70,000. Owner 12907 Sunset Blvd., Los Angeles.

## Real Estate Wanted

LISTINGS WANTED On all kinds of property. for RENT or for SALE

**EMMONS REALTY CO.** 238 So. State Highway Opposite Palm House Phone 7882

BUYERS WAITING! We want listings of business and income property, houses, lots, leases and rentals. PALM SPRINGS REALTY CO. 260 N. Palm Canyon—Ph. 2832 ERNEST GROSCHE, REALTOR and Associates

LIST your property and business for sale—we get results. **ADOLPH ISRAEL AND ASSOC.** Real Estate Broker 507 N. Palm Canyon Phone 2981

LISTINGS WANTED Income, homes and lots. **H. H. FOSTER ASSOC., INC.** 101 N. Palm Canyon Dr. Phone 3555

## Business Rentals

PRIVATE OFFICE FOR RENT IN AIR-CONDITIONED BUILDING ON PALM CANYON DRIVE. CAN BE RENTED WITH OR WITHOUT TELEPHONE AND RECEPTIONIST SERVICES. CALL 2893 OR 3173.

DESIRABLE office space. Phone available. 418 S. Indian Ave. Phone 2952.

## Wanted to Rent

3 BEDROOM, 2 bath home. Yard, pool if possible. November 1st to May 15th. Box 1936, Los Angeles 36.

HOUSING WANTED Bullock's employees are in need of homes—apartments—rooms for the coming season. Phone or write inquiries to Bullock's, Palm Springs. Att.: Miss Kicheer.

RESPONSIBLE adult couple, no children or pets, are desperately in need of a livable house or apartment, furnished or unfurnished. We must have reasonable rent and will give your property the best of care. Can give good local references. We are permanent residents. File X, Desert Sun.

## Apartments for Rent

**GOING TO LOS ANGELES LET US HOUSE YOU! ALL LOCATIONS—PRICES NANCY S. THOMAS** REALTOR 4281 BEVERLY BLVD. Normandy 6844 or 10408

## PALM SPRINGS, CALIF.

Tuesday, August 17, 1948

## Apartments for Rent

FURNISHED singles and doubles. Children welcome. Yearly rates. Center town. Call 2957.

NICELY FURNISHED duplex. Garage, sundeck, walking distance. 566 Calle Ajo.

BRAND NEW modern apartments will be available Sept. 15, at 641 N. Palm Canyon, Apt. 5, call 2821. Yearly leases preferred.

AVAILABLE IMMEDIATELY FOR YEAR OR SEASON. NEWLY FURNISHED BY BULLOCK'S. AIR COOLED. BEDROOM, LIVING ROOM, KITCHEN, DINETTE, BATH. CONVENIENTLY LOCATED. 910 SUNNY DUNES RD., CORNER CAMINO REAL. CALL W. C. DUNNING, 1421, OR DAN PLATKIN, GRANITE 9635, HOLLYWOOD.

## Houses for Rent

**BANNING** New Spanish stucco, beautifully finished and furnished—Secluded—Quiet. Also comfortable clean cottage. Attractive price. Inquire, 716 N. Sunset.

CHARMING Spanish Home, 1 or 2 bedrooms. Private porch—patio. Also unique Penthouse apartment with porch. \$85. References. 1200 S. Palm Canyon.

WANTED—2 or 3 bedroom furnished house for season or yearly lease. Close to business district or transportation. Write Jacques Danon, 593 E. Green St., Pasadena, Calif. Phone SYcamore 2-6741.

3 BEDROOM, 2 bath unfurnished home, near school. Annual lease \$2,100.00. Phone Harold Hicks office, 2736.

FOR LEASE OR SALE until Sept. 30th. Adults only. Furnished home, large living room, two bedrooms, two car garage, lawns, flowers. In good residential section. \$150.00 per month. P. O. Box 117, Banning, Calif.

MANHATTAN BEACH. Nice 2 bedroom home, patio, block from ocean; good view, close to shopping, 2 or 3 weeks starting August 22nd. Everything furnished. \$75 per week. 1700 Highland Ave., Manhattan Beach, Frontier 5587.

FURNISHED 2 bedroom, 2 bath house, \$1900 for 8 months. Utilities paid. No pets. Available Sept. Write Box 7, or call 3783.

4 BEDROOM, 4 bath furnished house. Prefer yearly lease. File 28, Desert Sun.

\$70 PER MONTH—Small place—2 people—complete. 703 Calle de los Amigos—opposite Ramon Trailer Park.

AVAILABLE IMMEDIATELY FOR YEAR OR SEASON Newly constructed air cooled home. Three bedrooms, two baths, completely furnished. Electric stove, dishes, linens, etc. Near schools. Reasonable rent. Call 2893 or 3173.

## Household Goods

## SEWING MACHINES

All types of electric machines now AVAILABLE from portable to deluxe cabinet models. For information and prices phone P.S. 3884 after 7 p.m. or see them at

VALLEY FURNITURE CO. Hiway 99 1½ Miles S. Indio Phone 63496

FURNITURE FOR RENTALS or HOME. No fancy frills—no fancy prices. Drive across the wash—save 25 per cent. Rattan, wrought iron or modern. MAHER'S DESERT FURNITURE 160 Dillon Road Phone D.H.S. 156

HOOVER vacuum and attachments. Excellent condition. \$35 See at 301 N. Palm Canyon.

## Trailers for Sale

PLACE your order with us for your next house trailer. We will make delivery direct from the factory to you at Los Angeles prices.

We have the exclusive sales agency in this territory for WESTCRAFT, COLUMBIA, PAN AMERICAN and MAINLINE TRAILERS. We also have trailer rental service. AUTO TRAILER EXCHANGE INC. Hiway 111, 2 miles East Cathedral City.

HOUSE TRAILERS of all kinds for sale at PAVNYS Butane and Trailer Supply Store. Phone 7342, Palm Springs.

22 FOOT trailer home with 2 double beds, air cooler, gas stove and heater. Good condition but without running gear. \$875. Desert Magazine, Palm Desert, Calif.

SILVERLARK Mainliner. Excellent condition. Tires run only 90 miles. Call 6762.

LET US SELL YOUR TRAILER ON CONSIGNMENT DEAL Forbes Trailer Exchange 1045 E. Ramsey—Banning BODY & PAINT SHOP Cathedral City—Phone 1014

## Miscellaneous for Sale

## BUILDING SUPPLIES

"To meet your every need" **DILL LUMBER CO.** JOHN M. WOOD, Mgr. 679 So. Palm Canyon Dr. 2756—Phone—2759

IDEAL kindling wood for sale. Pepper Tree Inn.

## The Desert Sun—7

## Miscellaneous for Sale

**TEX DRISKELL REFRIGERATION SALES AND SERVICE FOR COOLER REPAIR SERVICE**

SCHOLARSHIP for boys with musical talent or athletic ability in one of California's finest military schools. File 27, Desert Sun.

22 TARGET PISTOL (chrome plated) holster and cleaning kit. Dean Woods, 146 N. Palm Canyon.

7' KELVINATOR refrigerator, \$175. Electromaster stove with deep well cooker. Apartment size, \$125. Phone 7066.

OAK DESK and matching three-drawer file in excellent condition for sale. REASONABLY PRICED. Call 2893 or 3173.

BEER BOX, 28 case capacity. Complete unit. Very reasonable. See manager, Royal Palms Hotel. Phone 2247.

SURPLUS new ¾" galvanized pipe. Also steel shelving in sections 4 ft. wide, 7 ft. tall, 12" deep. Adjustable. Bargain. 690 Ramon Rd.

BOY'S 24" balloon tire bike. Excellent condition, \$25. 585 Calle Palo Fierro.

## PIANO FOR SALE

Wanted, responsible party living near Palm Springs to take over almost new Spinnet piano and pay out contract on easy terms as this piano must be moved at once. Write or call F. GUTCHER

Baldwin Piano Distributor 1513 17th Street, Phone 8-8981 Bakersfield, California

## Used Cars for Sale

We have the best buys IN CLEAN LOW MILEAGE used cars at prices below Blue Book Every car carries our warranty

**PLAZA MOTORS** Cadillac-Olds Dealer Phone 5122

44—1½ TON Chevrolet truck. Also 10 Kilowatt power plant (A.C.) mounted on trailer. Both practically new. Phone 7132 or P. O. Box 940.

PONTIAC CONVERTIBLE, '41. Excellent condition. HENRY SNOW Ramon Rd. and Indian Ave.

## Used Cars Wanted

## DEPENDABLE CARS

1947 Dodge Sedan  
1941 Pontiac Convertible  
1940 Dodge Sedan  
1938 Chrysler Convertible  
1943 Ford Burma Jeep  
1946 Dodge Pickup  
1946 Dodge 2 ton stake  
1942 Chevrolet Dump Truck  
1942 Dodge 4-wheel Drive  
1941 Dodge 1½ ton stake  
Motor Servi-Cycle

Many other good used cars and trucks.

IMPERIAL MOTORS DODGE - PLYMOUTH Highway 99 at First Street INDIO Phone 7311

WE WILL BUY your car. Any make or models paid for or not. **PLAZA MOTORS** Cadillac-Olds Dealer Phone 5122

**WANTED USED CARS AT THE FORBES MOTOR CO. IN BANNING**

## Automobile Services

**AUTOMOBILE FOR RENT** \$5.00 per business day plus 7c per mile. \$7.50 per 24 hour day for 50 miles. \$36 per week for 250 miles. Includes gas, insurance, etc. for small cars. Hertz Drive-Yourself System. Phone 5122 PLAZA GARAGE

**JOHN A. LITTLETON DESOTO & PLYMOUTH DEALERS** 682 S. PALM CANYON DR. Phone 7022

**Repair Department** WILL BE OPEN ALL SEASON REPAIR WORK DONE ON ALL MAKES OF CARS. QUICK SERVICE 4 MECHANICS ON DUTY AT ALL TIMES OPEN FROM 8 a. m. to 6 p. n.

**Valley Motors CHEVROLET SALES AND SERVICE** Used Cars Bought and Sold Complete Automotive Repairing on GMAC Time Payment Plan. Emergency Towing Service VALLEY MOTORS Chevrolet Cars and Trucks Authorized Dealer 713 Hwy 99, Indio Phone 7351

Body Rebuilding Glass Upholstering Deluxe Paint Job \$65.00 Always courteous service at JIM GRANGER'S DESERT AUTO BODY & PAINT SHOP Cathedral City—Phone 1014





## ELECTRICAL CONTRACTING

Domestic and Commercial  
Wiring - Heating and Lighting

CALL 2276

CONTRACTING AND MAINTENANCE

## PALM SPRINGS ELECTRIC CO.

HOMER JENKINS  
375 Sunny Dunes RoadRemember the Palm Springs Stores, Shops and  
Services That Stay "OPEN ALL

## SUMMER"

FOR YOUR CONVENIENCE!

Trade with them NOW—and  
remember to PATRONIZE  
THEM when next season rolls  
around.Each week one of these advertisers is featured with a large ad  
below—check these advertisements for self-savings at summer  
prices—believe us, it will pay you! Summer sales values are  
available during the summer months—so BUY NOW—and  
SAVE!

## Paint

Quality Products  
at Los Angeles PricesPaints, Painters' Supplies and  
Wallpaper—Exclusively!

WHOLESALE

RETAIL

Authorized Distributors

DuPont - Sillers - Luminall

## PALM SPRINGS PAINT CO.

386 South Indian Ave.

Phone 3591

773 N. PALM CANYON DRIVE • PHONES 2064 - 5475  
PALM SPRINGS, CALIFORNIA

Terry Ray • Guy Anderson

## PRE-SEASON OFFERINGS—BUY NOW

Beautiful Bungalow Hotel—22 units with pool. Elegantly furnished; air-  
conditioned; telephones in every room and apartment; artistically land-  
scaped grounds; completely walled; excellent income district; rates from  
\$15.00 to \$35.00 a day. Shows a NET of \$50,000.00 a season.

For Sale NOW at \$190,000 on Terms—A Marvelous Buy

## New Unfurnished Home

Near the Biltmore. Re-inforced hollow tile with all tile roof; three large  
bedrooms with two tile baths; dining room; two fireplaces; walled rear  
patio. Absolutely the best constructed home in Palm Springs.

Priced at \$26,500

## Furnished One-Bedroom Home

Close in. Has all tile roof and steel sash; garage. R-3 zoning.  
ONLY \$15,000

## Palm Valley Ranch

Five miles from Palm Springs and near the Highway. 2½ acres; interest  
in good well; 15 date palms 18 years old; also 80 more deglet-noor coming  
into full production soon; 60 grapefruit trees and a variety of lime, lemon,  
orange, pecan, etc. Two small hollow tile buildings and one house trailer.

\$25,000 Full Price

275 feet of Palm Canyon Drive Frontage. Bounded by four streets. Aver-  
age depth, 500 feet. All business and income zoning. Excellent site for  
major hotel development.

\$35,000 on Terms

640 Acres Level Land adjoining city limits. Water available. Partially  
improved roads. Good for subdivision or agriculture.

\$25.00 an Acre

20,000 Acres at the Salton Sea with ten miles of highway frontage and  
ten miles of beach frontage. The desert's next great resort area. Unlimited  
possibilities. Parcels of 160 acres or more for

\$25.00 an Acre

Large R-3 Lot, \$3875 - Two R-1 Lots, 102 x 105 Each, \$2,000 Each  
Business Lot on Palm Canyon Drive, 50 x 100, \$8500

## Rentals for the Season—Inquire Now

Terry Ray • Guy Anderson

Sunshine Properties Exclusively



## Music and Home Appliances

"We Invite a Visit to Our  
RECORD DEPARTMENT"Hear Your Selections in Our Air Conditioned  
Listening BoothsCOMPLETE LINE OF RECORDS  
AND SHEET MUSICExclusive Dealers in Palm Springs Area for  
NORGE - WESTINGHOUSE - RCA  
PACKARD BELL - STROMBERG CARLSON  
GENERAL ELECTRIC - BENDIXPALM SPRINGS MUSIC  
AND HOME APPLIANCE CO.

360 N. Palm Canyon Drive

Phone 6122



## Desert Coolers

Again!  
THE BEST IS AVAILABLE  
ORDER  
Payne Cooler Air  
NOW!14 Points of Superiority  
—including new-type long-lived "Fiberglas" evaporative  
filters. Compare before you choose. See or call us today.

"Your Payne Furnace Dealer"

## J. M. CONNELL CO.

INCORPORATED

375 Sunny Dunes Road

Phone 2206



## Automobile Repairing

- FRONT END ALIGN-  
MENT
- BODY AND FENDER RE-  
PAIRING AND PAINTING
- COMPLETE MOTOR  
TUNE-UP

Cadillac and Oldsmobile  
DealerDistributor in Desert Area for  
General Tires and Tubes

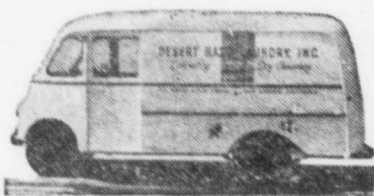
## PLAZA MOTORS

182 East Arenas Road

Phone 5342



## Laundry Service

Complete Summer Laundry  
and Dry Cleaning Service

## DESERT HAND LAUNDRY

(Your Own Home Laundry)

383 North Indian Ave.

Phone 2733



## Resort Hotel

"Open All Summer"

With

Special Reduced Rates

During  
DURING AUGUSTMONTHLY RATE—\$100 Double  
\$75 Single

Swimming Pool - Air Conditioned Rooms

This Summer It's the

Del Tahquitz Hotel

PHONE 2121

RADIOS  
HOME APPLIANCESSee the  
Frigidaire  
Automatic Washer  
It's Supreme in Its Field—Also—  
FRIGIDAIRE RANGES  
AND REFRIGERATORS  
in Stock

at

Reed's Radio Shop

FRIGIDAIRE SALES  
AND SERVICE—DOMESTIC  
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342 N. Palm Canyon Drive

Phone 8255



## Coffee Shop

OPEN ALL SUMMER  
6 A. M. to 3 A. M.

Freddie's

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Service Is FRIENDLY and FAST!

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(Formerly 7½ Years at Chi-Chi)  
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